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THE 1952 RADIO ANNUAL

Edited by
JACK ALICOATE

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Editor-in-Chief

1952

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AP

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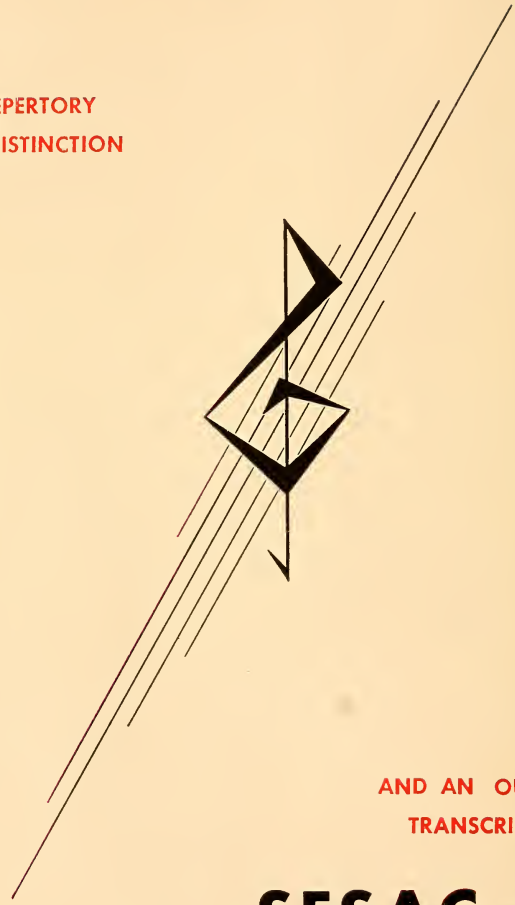

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BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	The World in Brief	5	Weekdays, 11 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Women in the News	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Your Home	5	Saturday
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every Day
	Daily Farm Market Survey	5	Monday through Saturday
	Rural Roundup	5	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
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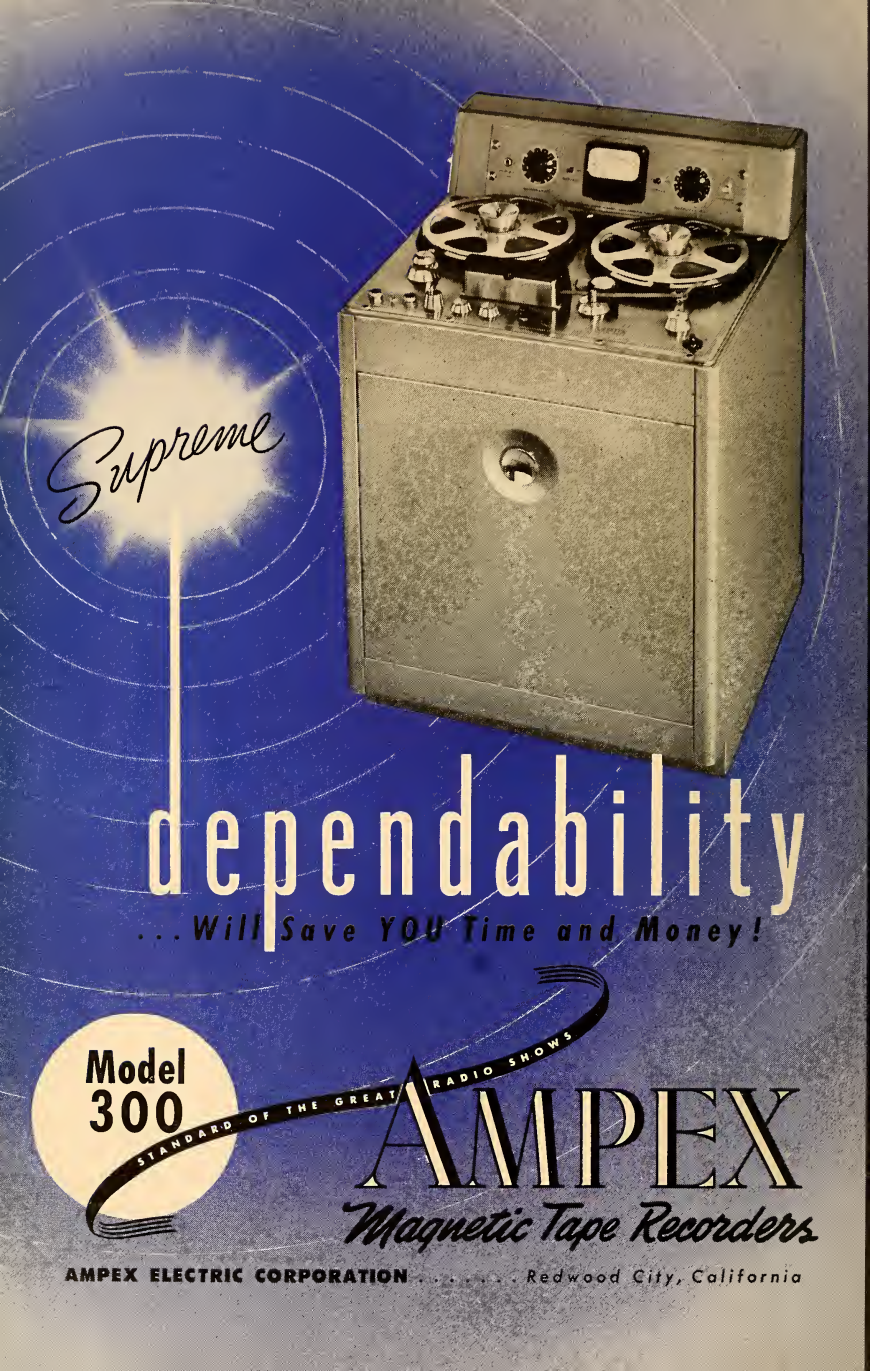
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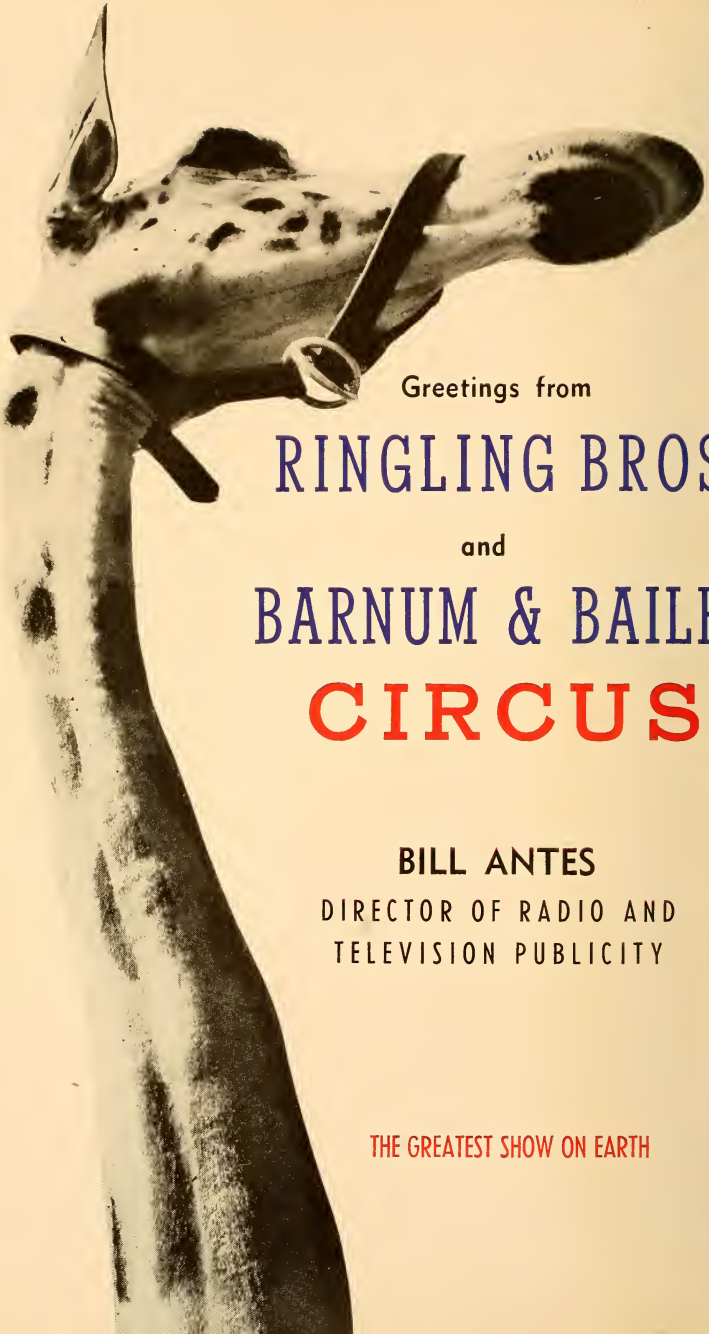


Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

MEMORABLE YEAR AHEAD

EXPANSION OF VIDEO WILL HIGHLIGHT ACTION

By PAUL A. WALKER
Chairman
Federal Communications Commission

THE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

That this system will be accorded a hearty welcome by the American public goes without saying. The hunger for television all over the nation can be judged no better than by examining the huge volume of correspondence with which the Commission has been deluged. The great mass of people who have seen televisionhave taken it to their hearts. The great mass who do not have it are demanding it with ever-increasing impatience.

The scope of this industry is so great, the potential investments are sohuge, the stake of the public in its stability and acceptability is so vital that the Commission has had to exercise maximum care in laying the foundation.

The new system will provide for a minimu mof 2000 assignments. Just how soon that many stations can be built remains to be seen. The enterprise of industry, the ability of smaller communities to support stations, the availability of materials and manpower—all these are factors in determining the speed at which the new system will grow.

Here I would sound a note of warning. With television station construction dammed up for three and a half years, it is easy to sympathize with the eagerness of those entrepreneurs who have been waiting so long to start building. I know their problems. Their money has been earmarked. Their plans have long been made. They want to see their towers go up. But they must realize the realities of the Commission's position. With a limited staff, the Commission cannot process applications on a land-office scale. These applications, with their legal, technical and financial questions, are complex matters. It takes experienced personnel to process them. When new people are hired they must be specially trained. And the many hearings that we know will be necessary involve even greater delays. Applicants would do well to inform themselves of the real nature of the task that confronts the Commission not only for their own benefit but also so that they can intelligently answer the questions that are asked of them by members of their community.

While the Commission bends every effort to foster the growth of this new medium of mass communications, it is well to ponder the responsibilities that industry has to build soundly for the future. Every attention should be given to the development of programming that will truly serve the real needs of the communities. Television cannot be merely a luxury service or a toy or a pastime. To play an indispensable role in the nation's life, television must perform the crucial service of informing the citizens on the issues of the day.

While many basic questions involved in building television have been decided or are in the process of being decided, many others will confront us in the future.

GUY LOMBARDO

and his

Royal Canadians

AMERICA'S NUMBER ONE BAND

LUCKY STRIKES' "YOUR HIT PARADE", NBC
HOTEL ROOSEVELT GRILL, NEW YORK
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
CONCERTS

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

NARTB PROGRESS REPORT

By HAROLD E. FELLOWS, President, National Association of Radio and Television Broadcasters

JUST as they have throughout the history of radio and television, legislative and regulatory matters continue to be among the major problems facing the broadcasting industry. It is heartening to note, however, that some of our legislators are well aware of the vital role played by broadcasting on the national scene in times of peace and war. As more of the public's elected representatives learn something of our business, the task of preserving the system of free enterprise broadcasting will be eased.

Fellows

A most encouraging example of this legislative understanding is contained in recent statements and discussions by Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, and some of his colleagues on that committee, and in some of the regulations issued by the Federal Communications Commission.

It is gratifying to observe the development of this type of thinking. Our integrity, objectives and sense of personal and professional responsibility constitute a "priceless ingredient." It must be cherished, nurtured and protected. We can and will, through daily performance, maintain this high regard for our efforts.

Broadcasting stands at the threshold of its greatest era. As the new year opened broadcasters were serving approximately forty-three million radio homes. Most of the nearly fourteen million home receivers manufactured, according to RTMA figures, since the 1950 national census are in use. More than seventy-five per cent of all new automobiles are radio equipped. Indications are that set manufacturers will be unable to meet 1952 demands if defense needs continue to restrict materials. As 1951 closed there were 2,327 AM stations—95 more than when the year opened—648 FM stations and 108 TV stations on the air.

I am confident that when the "freeze" is lifted television will keep apace of this expansion and join other mass communications media in all the national markets. I do *not* agree, however, with those who doom radio to oblivion with the advent of the "thaw." In the light of mass media history it seems more logical to regard radio and television as complementary rather than competing, media. Each will command specific areas of service in our ever-enlarging nation.

Advertising, the nerve system of America's economy, is getting bigger and better. So long as consumers need goods and services and manufacturers and suppliers need customers both radio and television will perform importantly in the successful fusion of these elements.

There may of necessity be a period of adjustment as television undergoes its growing pains, ailments very similar to those suffered and survived by radio back in the 1920s; and as radio is shaken from a complacency developed through long-time dominance in the communications field. But each will survive to find a rightful position in the plane of national prosperity and the family circle of mass communications media.

Radio and television have compiled impressive records of public service to the nation. This year will be no exception. Since the outbreak of hostilities in Korea each has volunteered heavily of facilities for broadcasting in the emergency. To cite cases . . . Civil Defense instruction; Defense Bond sales; blood bank appeals; recruitment campaigns; state-of-the-nation addresses by the President and other governmental leaders. I doubt that a single broadcaster has let these patriotic calls go unheeded. I also doubt that any of the other media have made more substantial contributions. This policy of cooperation will continue as long as there is a job to be done.

In this year of national elections both media welcome the opportunity to further serve the public interest by performing the important task of bringing the candidates and their platforms into the living rooms of the voters. Arrangements have already been made to broadcast and telecast the national conventions of both major political parties, to stage get-out-the-vote campaigns and to give election

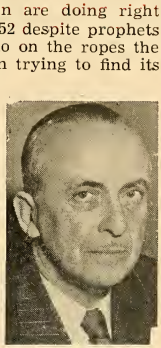
(*Continued on Page* 74)

JACK BENNY

RADIO-TV FORGING AHEAD

By FRANK BURKE, Editor of Radio-Television Daily

RADIO and television are doing right well in this year 1952 despite prophets of gloom who had radio on the ropes the past year and television trying to find its place in the nation's advertising pattern.



Burke

After a year of reappraisal in which radio took stock of its potency as a medium and counted its circulation as compared to other advertising services, both networks and stations predicted that 1952 would bring billing increases from 10 to 15 per cent. Total gross radio billings of the networks last year aggregated $185,000,000.

The television outlook is even brighter. In 1950 the four TV networks billings totalled around $45,000,000, while the past year saw TV billings mount to over 239.5 million. Some are predicting that billings this year will pass the $300,000,000 mark.

Of 106 TV stations (i.e., including all but two of the network owned and operated stations for which data was not separately available) 93 reported profitable operations during 1951. Of these, 10 stations reported income between $600,000 and $1.0 million; eight stations between $1.0 and $1.5 million and five stations reported incomes in excess of $1.5 million. The median income of the 93 stations was $350,000 as compared to a median income of $129,200 for 53 stations reporting a profit in 1950.

Several factors contributed to revitalized radio sales and promotion drives. Efforts of the Association of National Advertisers to beat down radio rates in TV markets and the subsequent radio rate cuts by networks put the radio broadcasters in a fighting mood. This was especially true in non-TV markets with the broadcasters stepping up the tempo of their sales promotion.

The advent of Broadcast Advertising Bureau, Inc., as a sales and promotion service organization to the radio broadcasters was a stimulating hypo to the industry. During the past year BAB under the able direction of William B. Ryan, president, has brought the story of radio's sales effectiveness to all sections of the country and has engendered enthusiastic support of broadcaster members in the work of the organization.

Another campaign which attracted nation-wide attention was the combined efforts of radio broadcasters in the Detroit area to sell radio as a community service to the listeners as well as the advertisers. Adopting the slogan, *"Everywhere You Go There's Radio,"* the Motor City broadcasters staged a most effective campaign which was copied in many other communities and brought revived interest in the medium.

National spot radio and sales on the local level have aided materially in keeping up the billings of stations throughout the country. The spot business picture is bright and 1952 should find more national advertisers using local and regional webs than ever before in the history of broadcasting.

The television outlook is most promising. With the lifting of the TV freeze and the channel allocations in many secondary markets it is expected that before year's end the number of TV stations on the air will increase from 108 stations operating in 67 cities to probably 200 stations. On January 15 there were a total of 450 VHF applications on file and 29 UHF applicants.

It is expected that the number of UHF applications will increase considerably with the lifting of the freeze. The UHF stations, according to IRE spokesmen, will probably spread to the secondary markets where UHF transmitters and receivers will be the first television to be introduced in those areas.

The coming national political conventions and the national election is expected to boom TV receiver sales in established markets this summer and fall. Manufacturers, distributors and dealers are planning intensive promotional and sales campaigns to swell the TV audience to around 20,000,000 sets by Election Day. At present there are around 15,000,000 sets in use in the United States. The audience potential for this election year is expected to swell to around 65,000,000 persons.

The rejuvenation of radio and the boundless opportunities for expansion in the television industry augurs well for 1952-53.

MR. TELEVISION

TEN TOP RADIO-TV NEWS EVENTS OF 1951

The RADIO-TELEVISION DAILY *selections of the top ten news events of* 1951 *and outstanding radio network broadcasts follow*:

1—Korean Armistice Negotiations and Prisoner of War List.

•

2—President Truman Fires General MacArthur.

•

3—Kefauver Crime Hearings.

•

4—The British Elections and Churchill's Return to Power.

•

5—Internal Revenue Department Scandals.

•

6—Amateur Sports Investigations.

•

7—Anglo-Iranian Oil Dispute.

•

8—The Eisenhower Question.

•

9—Government Controls to Prevent Inflation.

•

10—National League Pennant Play-off.

•

Outstanding Broadcasts

CBS-Radio—"The Nation's Nightmare."

•

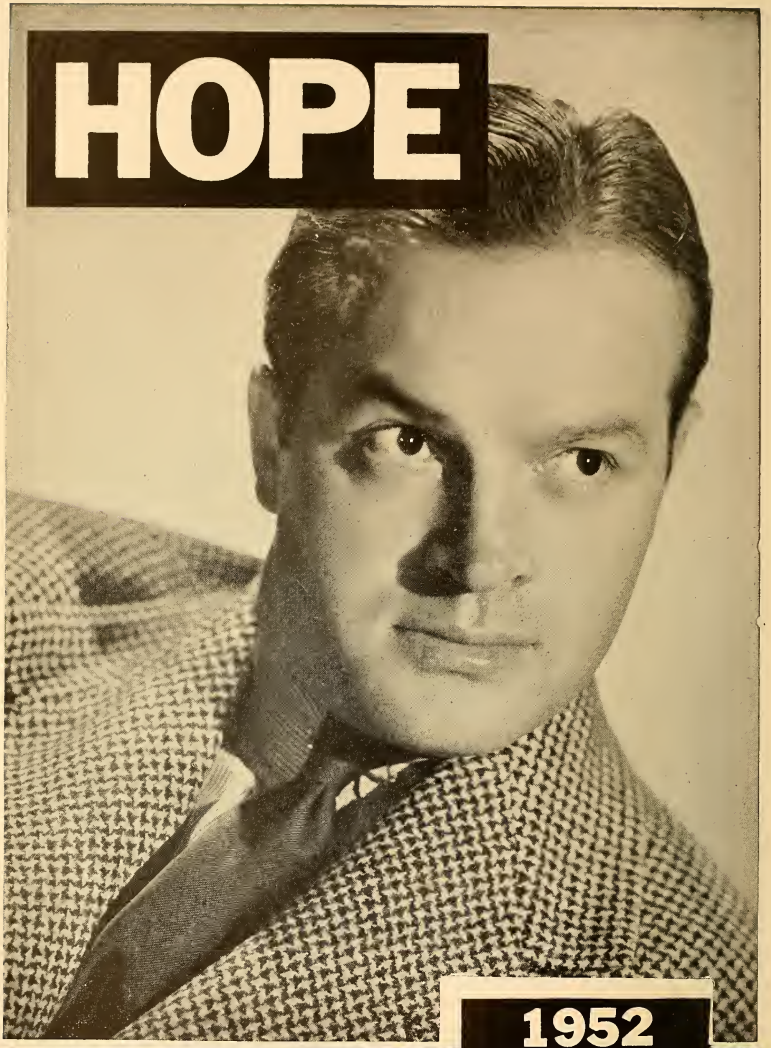
NBC—"Assembly VI" (United Nations).

•

ABC—"USSR Documentary."

•

Mutual—World Series Coverage.


HOPE
1952
CHESTERFIELD PROGRAM
PARAMOUNT PICTURES

BAB'S REALLY IN BUSINESS!

By WILLIAM B. RYAN, President, Broadcast Advertising Bureau, Inc.

NINETEEN HUNDRED FIFTY-TWO will mark the Broadcast Advertising Bureau's first full year as a completely independent corporation. We feel that this calls for a restatement of aims and an elaboration of activities.

Ryan

First, a little background information.

The BAB is an outgrowth of the Broadcast Advertising Department of the National Association of Broadcasters. In June of 1949 it was established as a Bureau of that organization and then in April 1951 started functioning as a separate corporation.

It grew out of radio's need for an independent, alert and progressive promotion Bureau.

Upon becoming an independent and autonomous corporation this past April, BAB had two immediate objectives:

1. It had to organize itself and redefine its objectives in order to be in a position to immediately render service to the entire industry.
2. It had to increase and extend the number and variety of services formerly provided.

Both of these were accomplished.

Here's a report of how the BAB is accomplishing these aims.

Services are distributed within the two general categories of national and local promotion. The distinction between the two can best be arrived at by an analyzation of the individual projects.

On the national level, BAB promotional activities concern themselves basically with spot and network advertisers. This is being accomplished through a series of projects designed to present radio's impact to national advertisers, national chains and associations, and national-local advertisers. For instance, a series of special presentations on radio's values are now underway and include those scaled to the needs of specific industries. Plans also call for a basic presentation on radio and another dealing with the farm market.

BAB's national promotion department is also instituting regular communication with advertisers and agencies in the form of two direct mail pieces, each to be issued twice monthly. Advertisers receive a sales letter containing special data pertinent to radio sales while agencies are earmarked for a "Kiplinger-type" newsletter on radio advertising activities.

In the field of basic research BAB is not only collecting and evaluating extant materials, but also plans a series of studies to learn the true value of radio coverage, saturation and sales impact. There will be a pilot study to determine the size of the extra-set market; a test to determine the sales impact of radio vis-a-vis other advertising media in the packaged goods and heavy appliance field; an interim report on all material now extant on all out-of-home listening plus automobile-radio coverage and listening pattern, to be followed in the spring by a national sampling of car-radio listening.

In the competitive aspects of radio sales, BAB will publish a salesman's handbook containing basic facts of newspaper readership. Preparation is also underway on a second edition of a previously BAB-distributed volume on magazine county-by-county circulation statistics, with a comparison of radio-magazine penetration on a national basis plus an additional presentation containing all information available on the trend, pattern and size of radio listening in radio-TV homes.

Local promotional activities will include a continuation of several services instituted to stations during the past year; the revision from a quality and quantity standpoint of many ohers, plus the addition of three new projects.

BAB's local promotion falls into two basic categories:

1. Regular releases on a weekly or monthly basis, and
2. Special projects.

The first category includes such well-received services as BAB Salesman, Retail Information Folders, Co-op Cards & Bulletins, Local Business Sales Aids, Sales Opportunities, Library Bulletin, Radio Gets Results, Reports and Copy-Minded Selling Aids.

. . . while BAB's plans in the special project field include a master presentation containing a summary of all salient reasons why local merchants should buy

(*Continued on Page* 74)

RED SKELTON

TELEVISION

For Procter and Gamble

(A Russell M. Seeds Co. Production)

Full NBC-TV Network

Sundays: 10 to 10:30 P.M., E.S.T.

RADIO

Full CBS-Radio network

United States and Canada

Wednesdays: 9 to 9:30 P.M., E.S.T.

MOTION PICTURES

Metro-Goldwyn-Mayer

"Texas Carnival"

"Lovely To Look At"
(Just Completed)

ADVERTISING OUTLOOK—1952

By FREDERIC R. GAMBLE, President, A.A.A.A.

WHAT is the year's outlook for advertising volume, and hence for radio and television billings?

The new year brings a number of reasons why there should be no letup in advertising effort—but rather a step-up.

Gamble

While many companies have reported increased sales, they have also shown a considerable decline in their net profits; they will need to increase sales even further to maintain profits in the face of higher taxes and higher break-even points.

We have seen continued buyer resistance in a number of lines that are still in ready supply.

There is still a considerable accumulation of inventories in distribution channels. We are hearing concern, already, whether industry will successfully adjust from defense production—whether we can find customers over the next few years for a vastly expanded output of goods and services without some degree of recession.

Whether or not there will be a substantial increase in advertising effort will be at the decision of business management. And it will depend to a large extent on advertising agencies.

Agencies have the job of convincing business that the results will justify aggressive advertising activity. In the midst of high costs, their advertising plans must be still more effective. They will need all the help, ammunition and cooperation that media can give.

Among media, it seems to me that broadcasting faces the year's opportunities with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an organized sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation, as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is machinery here to do broadcasting research that has recently been much agitated for.

There has also been a healthy tendency, in broadcasting, to review time and talent costs in relation to general program effectiveness. It is healthy and fore-armed, I think, because advertisers will be increasingly cost conscious about all media during 1952.

At the same time, there are places in the broadcaster-agency relationship where we are still surprisingly weak.

We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time buying—in improving station billing practices, in speeding up collections and in warding off credit losses.

It should be a cause of serious concern that the credit losses by broadcasters have been far, far higher than those of any other media and bad in comparison even with most other industries. Now, when advertisers are up against material shortages and the other difficult factors of a semimobilized economy, business failures can come most unexpectedly.

There are several ways to guard yourself against credit losses on general advertising.

First, you can make sure that the advertising agencies which you "recognize" are sound financially. This means that the agency should have financial integrity, collect promptly from its clients, pay media by their due dates and have enough capital on hand to meet emergencies. You can determine agency financial capacity by reviewing the agency's balance sheet. There will soon be machinery in broadcasting, we hope—as maintained among other major media—to collect such facts about agencies for the information of individual stations.

Second, you can be prompt and meticulous in submitting your invoices and affidavits of broadcast. Agencies tell us that many invoices from broadcasters are late and some are inaccurate.

Third, you can install the payment stimulus and credit safeguard that is in effect with majorities of other media—the customary 2 per cent cash discount.

SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions

TELEVISION PROGRESS REPORT

By BRIG. GENERAL DAVID SARNOFF, Chairman of the Board of RCA

TELEVISION in 1951 revealed a number of significant advances that portend a great future.

Television stations have proved their ability to operate successfully on the economic foundation of the American system of broadcasting.

Sarnoff

The television manufacturing industry has survived its early economic hills and valleys. The sales curve climbed at the beginning of the year, then dipped to a low level during the summer. In the final months, a new upswing in sales began. That fact, together with the sell-out of television time on the air, demonstrated the public confidence in the new art and guaranteed its permanence as a new industry.

The truth about color television became evident in 1951. The public learned the basic meaning of compatibility—a fundamental characteristic of the RCA color system—and that an all-electronic compatible system will make it possible for owners of present television sets to receive color programs, in black-and-white, without any change whatever, and without any contraptions.

This all-electronic, compatible system with its tri-color picture tube, was publicly shown. It transmitted programs from studios and field-pickups over microwave radio relays and the coaxial cable, to other cities. Its superiority over an incompatible system equipped with whirling mechanical discs, which limit the size of the television picture, became self-evident.

In addition, color pictures produced by the RCA compatible system, were successfully projected on a 9 x 12-foot screen in a Broadway theatre.

Television programming in 1951 demonstrated that the new art has a keen appetite for talent and ideas. If all the feature motion pictures produced during a year in Hollywood were available to television, they would only cover about 600 hours, or six weeks out of a year's programs. TV, in a year, presents more new programs than all other media of public contact combined.

Extension of religious programs and the use of television in education during 1951 revealed the marked effectiveness of such telecasts in vast new fields of service to church, school and home.

Coast-to-coast TV network programs, made possible by cross-country microwave radio relays and coaxial cable extensions, demonstrated that the day is not far distant when every corner of the country will have a reserved seat in the amphitheatre of television. When the TV station "freeze" is lifted many additional communities will enjoy the benefits of television.

Television's expansion in the UHF (ultra high frequency) portion of the broadcasting spectrum was proven in 1951 to be both possible and practical by RCA-NBC scientists and engineers, who two years earlier built an experimental UHF station near Bridgeport, Conn. This is the first UHF television station to operate on a regular schedule.

Full-scale tests at Bridgeport climaxed more than 20 years of continuous research by RCA in UHF. Results from the inception of the project were made available to the entire TV-engineering profession as a major contribution to television's future since UHF can accommodate 70 new TV channels, providing for perhaps more than 2,000 UHF stations.

The development of the RCA Vidicon tube, or small electronic "eye," has made possible portable television cameras and transmitters, even of back-pack size, permitting on-the-spot pickups of special events as well as the remote viewing of industrial processes and other operations.

The Vidicon has also led to the development of a television microscope which extends the range and versatility of the light microscope to facilitate group study of living cells at high magnification.

Achievement of coast-to-coast service during the year gave eloquent promise that television would eventually become international in scope.

While television has thus advanced, its older brother radio, too, has continued to move forward. Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95 per cent of the country.

PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK —CHICAGO — HOLLYWOOD

PRODUCTION REPORT FOR '51

By JAMES D. SECREST, General Manager, Radio-Television Manufacturers Association

THE radio-television industry, caught between the prolonged "freeze" on TV station construction and the economic and material curbs brought on by the rearmament program, had its ups and downs in 1951. However, by the end of the year it appeared to have attained some stability and faced the future with renewed optimism.

Secrest

Production of radio and TV sets boomed in the first quarter in anticipation of increased shortages of raw materials. Government-imposed curbs on consumer buying, however, early in 1951 slowed down the scare buying which followed the Korean outbreak. TV set inventories rose to dangerous levels among dealers, distributors, and manufacturers. With the spring came sharp cutbacks in set production, followed by a substantial reduction in employment and some plant shut-down.

The industry, under RTMA leadership, sought relief via a modification of Regulation W. When the Federal Reserve Board refused to act, the plea was taken to Congress which in the summer compelled the Board to cut credit terms from 25 to 15 percent down payment and extend installment periods from 15 to 18 months. The industry, through RTMA, also succeeded in persuading Congress not to increase excise taxes from 10 to 25 percent as recommended by the Secretary of the Treasury.

★

In the early fall production rose again as retail inventories declined and public demand for consumer goods recovered. However, government allocation of critical raw materials had reduced the industry's potential so that TV set production remained well behind the record-breaking level of the last quarter of 1950.

Final tabulations are expected to show industry output of about 5,250,000 TV sets compared with 7,400,000 in 1950 and more than 12,500,000 radios as against 14,600,000 in the previous year. About half the radios manufactured in 1951 were home sets, while auto receiver production accounted for more than one-third and portables for the remainder.

The value of radio and TV sets produced in 1951, at the manufacturer level, was approximately $1,250,000,000 as compared with $1,700,000,000 in 1950. However, military production of electronic equipment rose from about $500,000,000 to more than $1,000,000,000 during the same periods.

The year's set production brought total TV sets either sold or in distribution channels to more than 16,600,000. Radios produced since World War II totalled 92,000,000.

As for 1952, the industry expects material shortages and other economic curbs to reduce further the output of radio and TV receivers. While all forecasts are necessarily "guess-estimates," the consensus is that less than 5,000,000 TV sets and under 11,000,000 radios will be the limits on the year's production.

★

The decisive role of electronic equipment in warfare was apparent in the large military appropriations made by Congress since the Korean outbreak. Officials estimated military orders for electronics-communications equipment as $3.8 billion during the first fiscal year after the Korean outbreak and at an equal amount for the 1951-52 fiscal year. Appropriations in this category during the first two years of rearmament consequently represented three-fourths of expenditures throughout World War II.

However, due to the highly intricate nature of much of the equipment and the high ratio of engineering to labor involved, military orders were not evenly distributed within the industry. Procurement officials estimated that only 20 percent of the electronic and radar equipment required by the Armed Services was for mass-produced items comparable to those normally manufactured by radio-television producers.

Defense officials estimate that the output of electronic equipment and components for the armed services will reach its peak in 1952 and level out at about $600 million a quarter.

FAYE EMERSON--SKITCH HENDERSON

RCA INCREASES PRODUCTION CAPACITY

By FRANK M. FOLSOM, President, Radio Corporation of America

DURING 1951, the Radio Corporation of America as one of the radio-television industry's major producers continued a multi-million dollar plant expansion program to help meet the dual requirements of military and domestic consumers. New manufacturing facilities, plus those established in earlier postwar years under the impetus of television, give RCA the greatest production potential of its 32-year history.

Folsom

Throughout 1951, RCA accepted a rapidly increasing number of Government contracts for scientific research, engineering development, and production of military equipment in the radio-electronics field. This volume of work, substantial in 1951, is expected to be three to four times greater in 1952, and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100 per cent to war production.

Military equipment produced by RCA in 1951 included various types of radio communication instruments, "walkie-talkies," radar and sonar equipment, range-finding and navigational instruments, audio and radio devices for airplanes, and numerous types of electron tubes. Radio-electronic instruments currently required by the nation's military forces are far more complex than those used in World War II. For this reason a large and increasing number of RCA engineers is engaged in research and engineering development work on Government projects.

One of RCA's outstanding engineering contributions is in the miniaturization of equipment. Major advance in both electron tubes and circuit designs have made this possible, an excellent example being the Signal Corps' new "walkie-talkie," which is half as big and twice as powerful as the one used in the last war. Similarly, it is now possible to get far more electronic control equipment into airplanes than was heretofore possible.

In addition to RCA's military development and production projects, more than 600 engineers and technicians of the RCA Service Company are working with the United States Armed Forces in twenty different countries. Their job is to service military radio-electronic equipment and assist in the training of military personnel in the equipment's operation.

In the expanding field of Government electronics, RCA, during 1951, increased its tube design and manufacturing activities significantly and geared its facilities for still greater operations in this field during the coming year.

In the domestic field, RCA, as well as other leading manufacturers in the industry, maintained relatively high levels of production of television and radio sets and phonograph records.

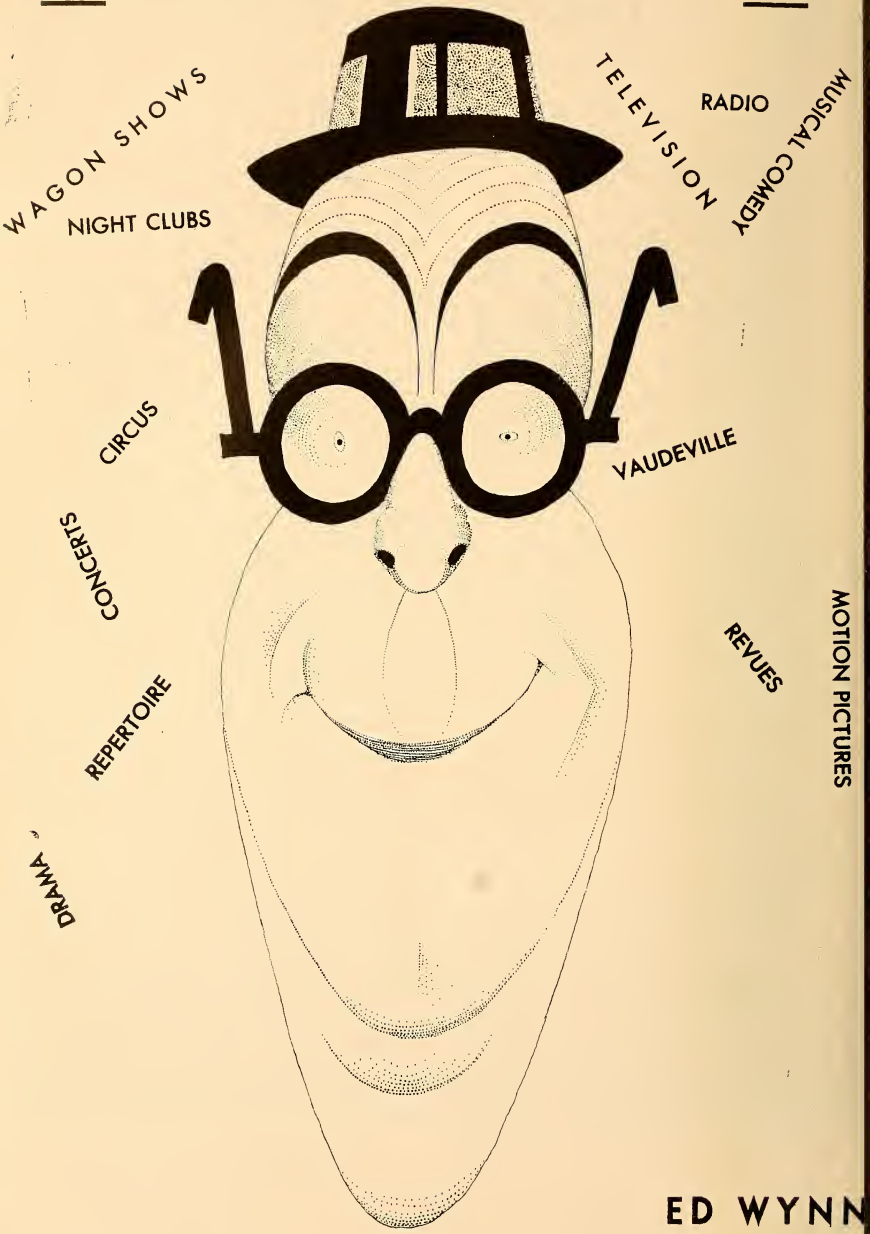
The American public purchased approximately 5,000,000 television receivers during 1951, bringing the total in use throughout the nation to more than 15,000,000. These sales, plus new installation and servicing, added more than $1½ billion to the national income.

A normal upward trend in sales developed during September and, throughout the fourth quarter of 1951, most top-brand producers were manufacturing television sets up to the limit of the Government's material allocations. The New York market, largest in the country with more than 2,500,000 sets in use, was, for example, absorbing the RCA Victor television line as rapidly as shipments could be made.

The glamour of television sometimes overshadows the fact that the radio and phonograph business are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12,000,000 units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100,000,000, or an average of more than two sets per family. No other medium of communications reaches so many persons.

Sales of recorded music rose sharply during 1951, setting a trend that is expected to continue throughout the next year.

1902 MY FIFTIETH THEATRICAL YEAR 1952



ED WYNN

C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

THE Canadian Association of Broadcasters continued to grow in 1951. The Association now numbers among its members one hundred and five of the one hundred and thirty-five privately owned stations in Canada plus thirty-one associate members.

Neill

Three major activities have occupied the Association this year in addition to normal and routine matters. Preparation of a brief for the Parliamentary Committee on Radio of the Federal Government and appearances before this Committee. The preparation of volumes of material for argument before the Copyright Appeal Board which is conducting hearings as this report is being prepared and detailed work with the Federal Government Civil Defense authorities.

In our brief to the Parliamentary Committee on Radio the main point of emphasis was that Canadian broadcasting stations should be free to operate under the law like other publishers. In addition to our 160,000 word brief, five appendices were presented to the federal committee. They included material (a) showing that the trend of public opinion in Canada is overwhelmingly in favor of placing all broadcasting under private management; (b) surveys of program preference showing a marked preference among Canadians for programs offered by private stations; (c) a history and background of radio broadcasting; (d) comment upon, and analysis of some of the recommendations contained in the report of the Massey Commission; and (e) a summary of the public service activities provided by community broadcasting stations across Canada. The chief witnesses were T. J. Allard, C.A.B.'s General Manager, Joseph Sedgwick, K.C. C.A.B.'s General Counsel, and Guy Roberge, C.A.B.'s Associate Counsel. The membership was outstanding in their support of the presentation to the Committee. This support is best illustrated by the fact that 97 out of 104 stations who were then members sent telegrams to the committee backing up the Association brief.

In the copyright field a serious situation has developed for broadcasters through a demand by CAPAC as ASCAP is known in Canada for greatly increased fees from broadcasters effective January 1, 1952. The C.A.B. is appealing CAPAC's demands and as stated earlier hearings are now proceeding before the Copyright Appeal Board in Ottawa.

A considerable amount of progress has been made in establishing the role Canadian private stations will play in the matter of Civil Defense. In the event of any emergency, no matter how caused, broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civilian defense populace.

During 1951 the Sales and Research Department broke new ground in the field of inter-media comparison and conducted extensive research to contrast Canadian time costs and circulations with those in the United States.

An original study examined Canadian radio trends and circulations during the past ten years. This material was presented to the ACA and CBC; the latter presentation opened discussions on the present unrealistic network station rates. These and other studies have formed the basis for special Canadian sections in the United States trade press. An "ideal" rate card was drafted for consideration by the industry. Extensive work was also carried on in the field of promotion.

The practice of holding regional meetings—meetings of such groups as the Western Association of Broadcasters, the Central Canadian Broadcaster's Association, etc., was also continued and this years annual meeting, held at the Chateau Frontenac, Quebec City from February 26 to March 1st, 1951, was one of the most successful ever held. It was at the 1951 annual meeting that the Johnny J. Gillin, Jr. Memorial Award, an annual award to be presented to the Canadian station which has performed the most outstanding public service during the year, was presented for the first time. This award was set up in memory of the late Mr. John J. Gillin, Jr. of WOW, Omaha, Nebraska.

Exclusive Representative:

Ted Ashley Associates

Press Relations:

Solters-O'Rourke Associates

ALL EYES ARE ON TV!

By THAD H. BROWN, Jr., Director Television Operations NARTB

ALL eyes are on TV! Since 1946, neither the public nor the industry has had a chance to catch its breath. There's no doubt about it, the Cathode Ray tube is a goldfish bowl.

Brown

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast: Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Kefauver's crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.

NARTB proposed, and the Commission agreed, that expedition was paramount and literally hundreds of cases were "heard" by "written testimony" in the Specific Allocations hearing. Senator Benton personally decided that radio and television broadcast needed government program control and proposed the establishment of a "National Citizens' Advisory Board." "Non-commercial" colleges and universities limited television broadcast of their physical education programs in the interest of the "gate." The nation's heart skipped a beat when a fellow named Bobby Thompson changed the complexion of a World Series right before its eyes. The 108th television station went on the air. As television reported the discouraging war scenes to the public, Red Skelton helped to take their minds off of it. General MacArthur made his Congressional and television debut. Initial experimentation in specific educational programming was continued. As the sands of 1951 were running out, television receivers in the United States hit the 15- million mark. 476 applicants were beating on the doors of the FCC with an estimated 500 more all ready to make their moves when the freeze ended. Television network gross time sales approached the 125-million mark. The Television Code of the National Association of Radio and Television Broadcasters was promulgated, and the Seal of Good Practice adopted—to go into effect March 1, 1952. In this regard, for Men of the Year, the diary of 1951 in television should record the Television Program Standards Committee: Bob Swezey, Chairman, Harry Bannister, James L. Caddigan, Walter Damm, James C. Hanrahan, Harold Hough, Clair McCollough, Paul Raibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Donald Thornburgh.

1952? It already presents a congested calendar—and above all, it's a Presidential election year. A lot of people got into the TV act in 1951. Most of them were still in the act as the year 1952 was entered, and early in January it appeared that they would have plenty of company. The candidates and politicians haven't really started yet, but soon will be donning grease-paint for the greatest show of all.

Whatever happens during this year, one thing is sure—NARTB will watch it closely. In many cases, will do a lot more than "watch."

Real money will be dedicated toward TV construction, installation ad operation in 1952. NARTB-TV's "Television Construction Costs—December, 1951," will have to be hurriedly up-dated in accordance with shifting economic requirements, but it presently estimates *minimum* costs for construction of a VHF station in cities with a population between 50,000 and 250,000 to be approximately $274,000; UHF construction costs for comparable population, $281,250. Add to this, NARTB's *minimum* operating expense estimate of $168,530 and one sees the smallest operation spending close to one-half a million dollars the first year.

At the Commission—after the freeze is lifted there will literally be a frenzy of hearings—straining that bureau's capacities to the utmost.

1952 in Television will be another banner year. The miracle of sound plus sight will grow and become even more miraculous, especially as its effect is reflected in the voting process.

Best Wishes

Kate Smith

THIS IS U. N. RADIO

By DOROTHY LEWIS, U. S. Stations Relations, United Nations

IN times of crisis people everywhere seek the facts upon which to form a balanced judgment. 1951 was such a time and United Nations Radio presented the facts in 30 languages to hundreds of millions throughout the world. Its news programs in all languages were strengthened in response to increasing demands ever since the outbreak of hostilities in Korea. Thus, objective presentation of international news on AM and TV and such worldwide symposia as "The Price of Peace" were major contributions of United Nations Radio toward clarifying public thinking on the great issues of today.

Mrs. Lewis

Newscasts and feature programs are prepared by the several services: English Language Service; European and Middle Eastern Service; Latin American Service and the Trans-Pacific Service. This regular operation at the United Nations headquarters, with its staff of international civil servants drawn from many systems of broadcasting of member states has been greatly increased during 1951 with the scheduling of the Sixth General Assembly in Paris. Circuits from Paris and from U.N. Correspondents in Korea, as well as material from the many U.N. Information Centers around the world bring daily recorded news, interviews and proceedings for inclusion on all U.N. programs broadcast daily in some 30 languages.

* * *

U. S. COVERAGE

In the U.S.A., emphasis during 1951 was laid on several projects and developments:

1. Worldwide distribution of "The Price Of Peace" series of talks by world statesmen, climaxed by the cease-fire proposals by Yakov A. Malik in June. This series was relayed to all English-speaking countries and by a news release of the text to all other member states simultaneously each week. CBS aired the talks in the U. S. A.

2. Inauguration of the "Citizens of the World" (dramatic episodes in the lives of U.N. men and women) in the U.N. STORY series heard on 500 U. S. stations and in other English-speaking countries, and which was awarded the 1951 Ohio State and School Broadcast awards.

3. The television services have been expanded materially. Since November 6, 1951, there has been full coverage by television of the Sixth U.N. General Assembly in Paris over TV in cooperation with the U.N. Department of Public Information. The half-hour program, "The U.N. In Action" (Mondays through Fridays—CBS Network) presents debates, interviews, special features and ceremonies, and on Sundays, a half-hour summary is telecast, "The U.N. This Week." Daily TV coverage of the U.N. meetings taking place in Paris is produced and directed by the U.N. staff, and viewed the following day in the United States by means of Paramount kinescope.

This TV coverage of U.N. activities is also released by RDF in France and over the BBC by means of kinescopes flown nightly to London. The weekly half-hour program over the American Broadcasting Company, "United Or Not," with John MacVane as moderator, presents members of the U.N. Correspondents' Association interviewing a different delegate each week. Other U.N. television in 1951 included special Security Council meetings, and the weekly half-hour program for children, "The U.N. Stamp Club," which was seen over WNBT for 45 weeks in 1950-1951 using philately as a vehicle to disseminate U.N. information.

4. A nationwide project, "U.N. Communications Campaign," was launched in the United States to increase the number of listeners to U.N. shows by 20,000,000. It is sponsored by U.N. Radio and 35 major national organizations. A chairman in each of the 250 selected cities was appointed and 8,000 persons designated by these national groups to serve locally.

5. Another preoccupation of U.N. Radio for 1951 had to do with the move from Lake Success to the permanent headquarters in New York. Each of the Council and conference rooms at Headquarters is provided with a number of booths designed specifically for radio and TV broadcasting.

And Every Monday, Wednesday, Friday
NBC-TV . . . . . 3:30 P.M., EST

TV SONG HITS OF '51

(January 1, 1951 to January 1, 1952)

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1950 are noted by the date . . . (1950).

SONG TITLE AND PUBLISHER	*TOTAL ACI POINTS*	*NUMBER OF WEEKS IN ACI SURVEY*
Too Young (Jefferson)	12,137	31
*Because Of You (Broadcast Music)	11,981	27
If (Shapiro-Bernstein)	10,456	22
Be My Love (1950) (Miller)	9,947	25
You're Just In Love (1950) (Berlin)	9,411	31
How High The Moon (Chappell)	7,689	27
Would I Love You (Love You Love You) (Walt Disney)	6,048	15
Mockin' Bird Hill (Southern)	6,046	19
Loveliest Night Of The Year (Robbins)	6,040	21
Aba Daba Honeymoon (Feist)	5,476	20
My Heart Cries For You (1950) (Massey)	5,237	13
*Down Yonder (LaSalle)	5,144	11
Tennessee Waltz (1950) (Acuff-Rose)	5,112	15
*I Get Ideas (Hill & Range)	5,049	20
On Top Of Old Smoky (Folkways)	4,769	15
Shanghai (Advanced)	4,600	21
Come On-A My House (Duchess)	4,412	18
*(It's No) Sin (Algonquin)	4,203	12
*In The Cool Cool Cool Of The Evening (Burke-Van Heusen & Assoc.)	4,043	16
It's A Lovely Day Today (1950) (Berlin)	3,886	18
*Undecided (Leeds)	3,706	9
*Cold Cold Heart (Acuff-Rose)	3,690	12
Nevertheless (1950) (Chappell)	3,483	10
A Bushel And A Peck (1950) (E. H. Morris)	3,230	12
When You And I Were Young Maggie Blues (Mills)	3,070	11
*And So To Sleep Again (Paxton)	2,796	11
Hello Young Lovers (Williamson)	2,781	14
My Truly Truly Fair (Santly-Joy)	2,758	14
If I Were A Bell (1950) (E. H. Morris)	2,646	11
Mister And Mississippi (Shapiro-Bernstein)	2,433	10
World Is Waiting For The Sunrise (DeSylva-Brown & Henderson)	2,304	10
Zing Zing Zoom Zoom (Robbins)	2,204	10
Sparrow In The Tree Top (Santly-Joy)	2,007	9
Jezebel (Broadcast Music)	1,947	9
*Domino (Pickwick)	1,898	7

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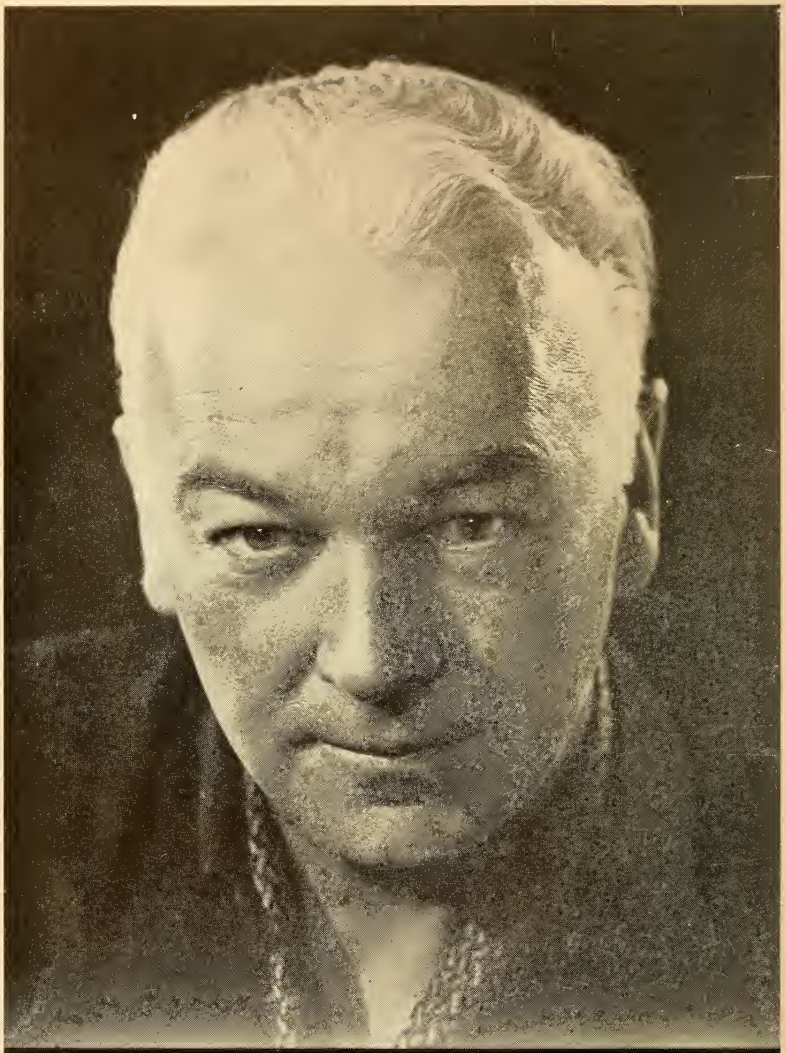


WILLIAM BOYD

"Hoppy"

FAVORITES OF 1951

As Selected by Nation's Radio-TV Editors

RADIO	TELEVISION
MAN OF THE YEAR	
JACK BENNY CBS	ARTHUR GODFREY CBS-TV
WOMAN OF THE YEAR	
TALLULAH BANKHEAD NBC	IMOGENE COCA NBC-TV
DRAMATIC SHOW OF THE YEAR	
LUX RADIO THEATER CBS	STUDIO ONE CBS-TV
COMEDY SHOW OF THE YEAR	
JACK BENNY CBS	RED SKELTON NBC-TV
COMMENTATOR OF THE YEAR	
EDWARD R. MURROW CBS	JOHN CAMERON SWAYZE NBC-TV
DOCUMENTARY OF THE YEAR	
"THE NATION'S NIGHTMARE" CBS	"CRUSADE IN THE PACIFIC" ABC-TV
QUIZ SHOW OF THE YEAR	
"YOU BET YOUR LIFE" NBC	"YOU BET YOUR LIFE" NBC-TV
SPORTSCASTER OF THE YEAR	
HARRY WISMER ABC	JIMMY POWERS NBC-TV
CHILDREN'S SHOW OF THE YEAR	
"LET'S PRETEND" CBS	KUKLA, FRAN AND OLLIE NBC-TV
SONG HIT OF THE YEAR	
"TENNESSEE WALTZ" BMI	"BECAUSE OF YOU" BMI

MEL ALLEN

NATION'S RADIO SETS INCREASE

Results of Joint Radio Network Committee Survey

A TOTAL of 105,300,000 radio sets—an average of 1.8 sets in every radio home in the United States, is the figure arrived at by the Joint Radio Network Committee, composed of research representatives of the four major wired networks, for the beginning of 1952.

This new high figure represents an increase of 9,300,000 radio sets, some 9.7 per cent over the 96,000,000 estimate of a year ago and reveals radio to be in a healthy and growing period, despite the tremendous growth of television in the year's time.

According to the estimates of the committee, 900,000 new radio households were added in a year's time. Secondary and portable sets, added during the year to already existing radio homes came to 4,000,000 while 4,400,000 additional radio-equipped automobiles, completed the increase of 9,300,000 sets.

For the first time this year, a new category—sets in institutions, dormitories and barracks was instituted. This, plus the out-of-home sets, cars and portables, have always been overlooked in totalling up the number of national sets, but, nevertheless, account for an imposing total.

In a breakdown of the figures the Joint Committee finds that 42,800,000 homes in the country have at least one radio. Secondary and portable sets in households, in all radio homes, add up to 34,000,000. Automobiles on the roads today have an estimated 23,500,000 radios and there are 5,000,000 sets in other places.

Referring to the Housing Census of 1950, which showed a saturation of 95.6 per cent, for radio, in U. S. homes, the Joint Committee arrived at the total of 42,800,000 radio households. This ratio was then applied to Sales Management's preliminary estimate of 44,737,900, as of January 1, 1952, in order to qualify the figure.

While the 95.6 per cent saturation was taken for the country as a whole, local surveys, in many sections of the country showed higher radios, but since they seemed inadequate for projections, they were dismissed and the national figure was taken. It may be recalled, at this point, that the BMB study, 1948, gave the percentage figure of homes with radios at 94.2 per cent. Sectionally, however, New England as an example in that study had a figure of 98.2 per cent in the nation, closely followed by the Pacific area with a saturation figure of 98.0 per cent.

Most significant of the findings, in the opinion of the committee, is the 4,000,000 increase in the new estimate of secondary and portable sets in radio homes. This, the committee noted provides for greater radio listening opportunity in homes. The committee bases this opinion on the numerous available studies which have been made and which unanimously agree that listening to secondary sets in homes constitutes an important part of total listening time.

The estimate of automobiles equipped with radios, 23,500,000, is predicted on surveys which show that nearly 64 per cent of the nation's 37,000,000 passenger cars are so equipped. This figure could receive an even higher percentage, the committee feels, since new cars to be sold this year will have a higher percentage of radios.

With 1950 Census data available for the first time, the committee was able to estimate the number of sets in college dormitories, institutions and barracks of the Armed Forces. The figure of 900,000 sets in these places, the committee notes, represents a definite bonus to advertisers who use radio.

Breakdown of the other 4,100,000 sets finds them in other places which includes business establishments, offices, restaurants and other public places. Finally, the committee in releasing their 1952 estimates emphasized that the figures which they have come up with in each category are conservative.

	Number of Radio Sets as of Jan. 1	
	1952	*1951*
Radio Households	42,800,000	41,900,000
Secondary & Portable Sets in Homes	34,000,000	30,000,000
Radio-Equipped Cars	23,500,000	19,100,000
Sets in Institutions, Dormitories and Barracks	900,000	.....
Sets in Other Places	4,100,000	5,000,000
TOTAL SETS	105,300,000	96,000,000

"Be Good To Yourself"

is the wish of **DON McNEILL**

TOASTMASTER of The ***Breakfast Club***

19th Year

SWIFT
PHILCO
JELL-O

MONDAY through FRIDAY
ABC — 8 to 9 A.M., C.S.T.

Top Ten News Selections of Networks for 1951

The network selections of top ten news events for 1951 follow:

— NBC —

Firing and return of MacArthur.

Korea cease-fire negotiations and POW list.

Morality—crime, narcotics, income tax and sports scandals.

British elections and return of Winston Churchill.

Politics — flowering of Presidential candidates.

Economics — inflation, stabilization, price wars.

Hostages in Red hands—exclusive casts of Oatis, Vogeler.

Giants, Dodgers and series.

Rearmament—atomic tests.

Eisenhower's European tour and Formation of NATO coverage.

— CBS —

The MacArthur dismissal and the coverage of his return to the U. S.

The broadcast by Yakov Malik over CBS radio in June, and the subsequent truce talks, still going on in Korea.

The Kefauver Crime hearings.

The British elections, which altered the political trend by returning Winston Churchill to the head of the government.

The prisoner of war list transmission from Tokyo.

The Anglo-Iranian oil crisis.

The Internal Revenue scandals.

The Woodbridge, N. J., train wreck.

The National League pennant race.

The Suez Canal crisis, daily growing in importance as an international trouble spot.

— ABC —

The recall of Gen. Douglas MacArthur.

Peace talks in Korea.

Kefauver Crime hearings in New York.

Expulsion of British from Iran.

The mid-West floods.

West Point cribbing scandal.

British elect Churchill.

Eisenhower builds European defense force.

Firing of T. Lamarr Caudle.

Woodbridge, N. J., train wreck.

— MBS —

Attempts at armistice in the Korean war.

Bribe corruption in the Federal government.

Crime and sports investigations.

Defeat of the Socialist Government in Britain.

Crisis in taxes.

Power crisis in the Middle East.

Japanese Peace Treaty.

Missouri Valley floods.

The Eisenhower question.

Burr Tillstrom

with

Kukla, Ollie and Fran Allison

KUKLA, FRAN and OLLIE

Musical Director.....Jack Fascinato
Producer.....Beulah Zachary
Director.....Lewis Gomavitz
Costume Designer.....Joseph Lockwood
NBC Television Network

RADIO IN PUERTO RICO

By TOMAS MUNIZ, President of the Puerto Rican Broadcasting Association

PUERTO RICO is living at the present time its era of progress in every aspect of its life. Industrialization of the whole Island is the principal aim of Governor Luis Munoz Marin's Administration. Our civilization had its foundation in ancient Europe, with a combination of modern American ways of living. Continentals who have visited Puerto Rico on different times express their surprise at the great development of progress attained during the last years. Housing facilities; hotel accommodations; means of communication; the great decrease in illiteracy; health conditions and the willingness of the Puerto Ricans to fulfill their duty in order to make of Puerto Rico the Island of Enchantment, had resulted in this great progress. Radio industry is not an exception. We, the men in the radio industry in Puerto Rico, feel proud in claiming that we are following —step by step—the great revolutionary movement in the United States in order to offer the listening audience the best programs available. Whoever has followed the great development in our radio during the last twenty-five years has to admit that our industry has done its part for the realization of the progress in Puerto Rico. We can say in all truth that radio is part of our daily life. In our ever green mountains, lives the hillbilly. We know him as "jibaro." That "jibaro" spends his time from sunrise to sunset plowing the earth; planting the seed; harvesting the crop. After a day's work that "jibaro" can stand the luxury of listening to his favorite radio program. Wherever the electrification project has not as yet reached the rural zone, this hillbilly of ours, can always secure a battery for his radio. The latest news flashes; the struggle of the baseball teams in the American and National Leagues in order to secure the pennant; the great deeds of our brave soldiers in Korea; the advices of doctors in their health program; the lectures about agriculture and cattle raising and even the lectures about beauty care are of the complete domain of that "jibaro" living in the mountains, miles away from the city.

Muniz

We of the radio industry have given our time and talent in order to help those who are willing to do everything possible in order to cooperate with our government in its effort to secure financial stability for the people of Puerto Rico.

True, that television is still a dream for our industry. Nevertheless we are in the alert to offer our people the facilities of television as soon as this project will prove to be a success in our Island. Engineers from the United States have made complete studies and have rendered their official reports. We of the radio industry are ready to act as soon as the time comes to start this new era.

Many years ago, in case of a tropical hurricane, warnings had to be carried to the rural zone by messengers or through the use of flag warnings. Today all the inhabitants of Puerto Rico are well informed of the progress of any hurricane through the twenty-five radio stations in the different cities.

Well known interpreters of music have written the name of Puerto Rico in golden letters. Sanroma, Graciela Rivera, the Figueroa brothers, Rafael Hernandez, Boby Capo, Mapy Cortez—to mention only a few—have received the applause of multitudes through all the world.

Puerto Rico with its 2,200,000 population squeezed in an area of 3,600 sq. mi. is at the present time United States' first customer per capita. Businessmen throughout continental U. S. realize the importance of our market and they have esstablished central offices in our capital city—San Juan—in order to take care of the thousands of customers patronizing their products. In this instant, we, the men in the radio industry in Puerto Rico feel proud to state that we have the main vehicle in order to secure success in the interchange of products.

We feel proud to say: that in the progress attained by our Island in the last twenty-five years, radio has done its part.

STOCKS IN REVIEW 1951

Compiled from daily listings published in RADIO-TELEVISION DAILY.

★

THIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1951 and on January 1, 1952. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

☆ ☆ ☆

NEW YORK STOCK EXCHANGE

	Jan. 1	Apr. 1	Jul. 1	Oct. 1	Jan. 1
ABC	11	12⅞	12⅛	12⅝	11⅝
Admiral Corp.	24½	26⅛	22½	24⅞	26⅝
Am. Tel. & Tel.	151½	154	153	158⅝	155⅞
CBS A	28¾	30¼	26¼	28¼	34⅜
CBS B	28½	29¾	25⅞	27⅝	34
Philco	21⅝	23⅜	23	26	27
RCA Common	16¾	19⅜	20	23⅜	24
RCA First Pfd.	77	.....	.....	77½	73
Stewart-Warner	16⅜	17⅜	16⅜	19¼	19½
Westinghouse	35¼	38½	35⅜	39½	40⅜
Westinghouse Pfd.	103½	99	.....	.....	95½
Zenith Radio	50½	67⅛	61¼	67¾	68¾

☆ ☆ ☆

NEW YORK CURB EXCHANGE

Dumont Lab.	14⅞	17⅜	14¾	17	16⅝
Hazeltine Corp.	24⅜	.....	31¾	42¾	41½
Natl. Union Radio	4½	4⅝	3¾	4	3¾

☆ ☆ ☆

OVER THE COUNTER

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson	13	14½	12¾	14¼	11	12½	12¼	13½	12¼	13½

"YOUR SHOW OF SHOWS"

GEORGE McGARRETT

Supervisor

"Your Show of Shows"

NBC-TV

HAL JANIS

Associate Supervisor

"Your Show of Shows"

NBC-TV

"YOUR SHOW OF SHOWS"

Max Liebman

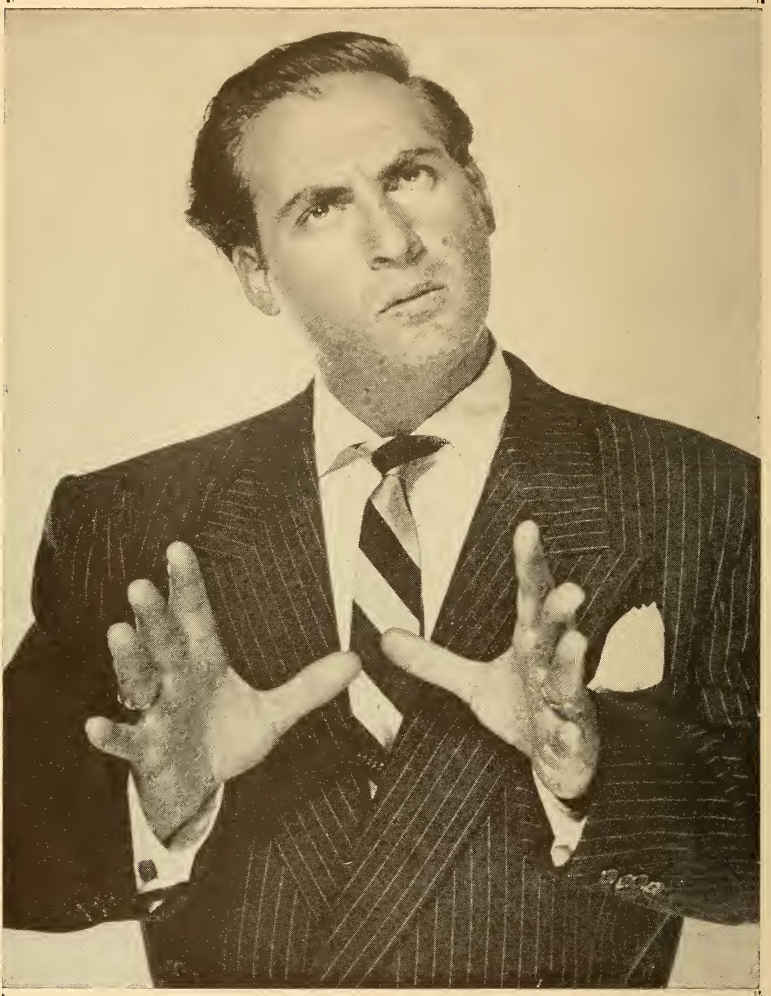
Producer-Director

"Your Show Of Shows"—WNBT

CHARLES SANFORD

MUSICAL DIRECTOR
OF
MAX LIEBMAN'S "YOUR SHOW OF SHOWS"
NBC-TV

"YOUR SHOW OF SHOWS"



SID CAESAR

"It's a small world"

MAX LIEBMAN'S

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"

IMOGENE COCA

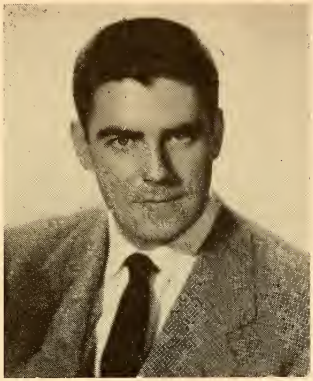
"You can say that again"

MAX LIEBMAN'S

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



CHARLES HOBIN

DIRECTOR
of
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

Marguerite Piazza

Singing star of NBC television
(Max Liebman's "Your Show of Shows")
Metropolitan Opera Company

Publicity:
THE ETTINGER COMPANY
745 5th Ave., New York, N. Y.
1626 N. Vine St., Hollywood, California

Personal Representative:
J. GRAVES McDONALD
430 E. 63rd St., New York, N. Y.

BILLY WILLIAMS QUARTETTE

ON

MAX LIEBMAN'S

"YOUR SHOW OF SHOWS"

NBC-TV

"YOUR SHOW OF SHOWS"

CARL REINER

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

JUDY JOHNSON

FEATURED SINGER
ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

JACK RUSSELL

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

JAMES STARBUCK

Director of Dances and Musical Numbers
FOR
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

NARTB PROGRESS REPORT

by

HAROLD E. FELLOWS

(*Continued from Page* 35)

returns. The voter certainly will have the opportunity of being better informed than ever before, and I predict that the 1952 Presidential election will produce a numerical record in balloting.

Broadcasting, like any other industry, has its critics and opponents. This is sometimes reflected in proposed national and state legislation inimical to the American tradition of free enterprise broadcasting. The perpetuation of this free system is an ideal to which we are dedicated. Broadcasters will continue to guard this with utmost zeal, opposing any attempts to transfer the responsibility for programming from the broadcaster to the government or any other entity.

Industry problems are faced more effectively through unity and cooperation. There is no better way to unite than through support of a strong trade association. The goal of the National Association of Radio and Television Broadcasters is to provide counsel and leadership to all segments of the industry in the solution of mutual problems, and to provide an arena in which the industry representatives can talk out their problems. After representing radio for the first twenty-nine years of its existence, the Association in June 1951 expanded its services and changed its name to include the television interests. The media share the same headquarters building and departmental facilities in Washington, D. C., to the benefit of both.

The NARTB staff, working in behalf of both, is constantly aware of common problems pointing up the close interrelationship of the audio and video arts. In 1952, NARTB will continue to meet the demands for service in both growing industries.

B.A.B.'s REALLY IN BUSINESS

by

WILLIAM B. RYAN

(*Continued from Page* 41)

radio; a monthly calendar of radio sales opportunities listing the top merchandising events of the year; release on returns of special radio station merchandising study now being tabulated; distribution of an outline for establishment of "Radio United"— plan for joint station activity in quest of more business, audience and community stature.

'52 bids to be a *big* year for the BAB—and that means *another big year* for radio!

Radio is a very healthy medium. Overall it is prosperous. It is still the *lowest cost medium* and gets the most results per dollar spent—for products needing mass coverage—as well as for many products with relatively limited distribution.

Radio will be even more firmly entrenched in this position once the *true* facts are disclosed relative to the *small circulation* and *shallow penetration* of such media as newspapers, magazines and television.

More stations throughout the nation must be made aware of these facts because the problem of radio's *deserved* recognition can best be solved at the local level. Once the stations, acting in concerted effort, acquaint the dealers and distributors with the truth relative to the circulation and penetration of these media it will create demands for recognition of these truths that cannot remain unheeded by the national advertisers.

Radio cannot excuse itself from not having done this before on the grounds that it has been too busy counting its own vast circulation, because there again it has been remiss. It has never counted, much less sold, an audience of its own that exceeds in size the total circulation of individual major components of competitive media.

BAB intends to call the roll in '52 on radio's great "uncounted" audience found in automobile-radio coverage and out-of-home listening.

The combination of the two—a true evaluation of competitive media circulation—and an *accurate* accounting of radio's own audience are extra insurance of the fact that 1953 will find radio once again occupying the number one position as the *lowest cost-highest return* medium of them all!

Radio-Television Daily's Almanac of Holiday and Special Events

1952

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).

2: Georgia Admitted (1778).

3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).

4: Utah Admitted (1896).

5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.

6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).

7: Millard Fillmore, 13th President Born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).

8. Anniversary of the Battle of New Orleans (Louisiana).

9. Connecticut Ratified the U. S. Constitution (1778).
Connecticut Admitted (1788).

10: Ethan Allen Born (1737).

11: Alexander Hamilton Born (1757).

12: John Singer Sargent Born (1856).

13: Salmon Portland Chase Born (1808).

14: First Written Constitution Adopted at Hartford, Conn. (1639).

15: Mathew B. Brady Died (1896).

17: Benjamin Franklin Born (1706).
Feast of St. Anthony.

18: Daniel Webster Born (1782).

19: Robert E. Lee's Birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).

20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.

21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).

23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).

24: Gold discovered in Calif. (1848).

25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).

26: Michigan Admitted (1837.
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).

27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, Born (1832).

28: Thomas Edison granted patent on his incandescent light (1880).

29: William McKinley Born (1843).
Kansas Admitted (1861).

30: Franklin D. Roosevelt Born (1882.

31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).

2: Fritz Kreisler Born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).

3: Horace Greeley Born (1811).

Jackie Gleason

Frank Sinatra

RICHARD STARK
''DICK''

"DANGER"
FOR
AM-MI-DENT

"THE PERRY COMO SHOW"
AND
"GANGBUSTERS"
FOR
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"
FOR
CAMAY

WALTER WINCHELL
FOR
RICHARD HUDNUT

LEXINGTON 2-1100

6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs (1945).
George Herman ("Babe") Ruth born (1895).

7: Charles Dickens Born (1812).

8: Boy Scout Day.

9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).

10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).

11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.

16: Katharine Cornell Born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).

23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).

25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).

26: William F. Cody (Buffalo Bill) Born (1846).

27: Henry Wadsworth Longfellow Born (1820).
Ash Wednesday.

29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska Admitted (1867).

2: Texas Independence Day.

3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).

4: Pennsylvania Day.
Vermont Admitted (1791).

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).

7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).

8: Oliver Wendell Holmes, Jr. Born (1841).

9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).

10: Lillian D. Wald Born (1867).

11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).

12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.

13: Standard Time established in U. S. (1884).

14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).

15: Maine Admitted (1820).
Andrew Jackson Born (1767).

16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.

18: Fast of Esther.
Grover Cleveland Born (1837).

19: William Jennings Bryan Born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).

25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates

ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV

its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.
Passover week starts. Ends April 7.

April

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford Died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
Good Friday.
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson Born (1743).
Easter Sunday.
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln Assassinated 1865).
16: Charles Spencer Chaplin Born 1889).
17: Charter granted American Academy of Arts and Letters (1916.
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
23: James Buchanan Born (1791).
William Shakespeare Born (1564).
St. George Day (English.
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).
25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917.
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636.
Benito Mussolini Executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856.
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
Robert Browning Born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown Born (1833).

MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row
Nick Carter
Family Circle
Stop the Music

Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
18: World Good-Will Day, formerly Peace Day.
19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
21: Lindberg's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina Admitted (1788.
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756.
D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)
Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
Father's Day; 3rd Sunday in June.
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).

JOHN GART

COMPOSER - CONDUCTOR

PAUL WINCHELL — JERRY MAHONEY SHOW
WNBT

First American Troops Land in France (1917).
27: Helen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockfeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
20: Guglielmo Marconi Died (1937).
21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius De Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).

GUS LESNEVICH vs. BOB EMERICK

FORMER WORLD'S LIGHT-HEAVYWEIGHT CHAMP

HIS VERBAL SPARRING PARTNER

Management: Lohmann-Kroll
1650 Broadway
New York City
CIrcle 5-9110

Germany Declared War on England and France (1914).
Columbus Sailed from Spain (1942).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day (1945).
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman "Babe" Ruth died (1948).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914):
7: James Fenimore Cooper Born (1789).
Japanese Peace Treaty (WW II) signed (1951).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).
19: Washington issued his farewell address to people of U. S. (1796).
20: Rosh Hashonah.

ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio — NBC Coast-to-Coast and Canada
Sponsored by Post Cereals
A Division of General Foods

Television — NBC Coast-to-Coast

RCA Victor Recording Artists

Motion Pictures — "Son of Paleface"
A Paramount Picture in Technicolor

Exclusive Management
ART RUSH, INC.
Hollywood

Public Relations
A. L. RACKIN
Hollywood

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood

21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
Bill or Rights (1789).
26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.
Yom Kippur.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
FCC approves CBS color TV tests (1950).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Lousiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie Born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Con-

DANNY THOMAS

tinental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefie'd at Gettysburg (1863).
James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Beuren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

NEW ERA OF COOPERATION

By GORDON C. KINNEY, Director of Radio-Television, The Advertising Council

SOMETHING pretty wonderful has happened in America during the past 10 years, and virtually everyone in advertising and broadcasting has been a part of it.

It all started during the first dark days of World War II. One of Uncle Sam's biggest problems was how to get a thousand and one things done *voluntarily* on the home front. Public-spirited business leaders offered their services *free*.

Kinney

They formed The Advertising Council to tell the story. They called upon America's unmatched communications forces to help. Soon millions of messages were going out on radio, in magazines, newspapers, posters and car cards, without cost to the taxpayer.

But this voluntary service did not end with the war. By popular demand, it began to help such peacetime causes as Saving Bonds, Highway Safety, Community Chests, Red Cross, Economic Education, Crusade for Freedom, Better Schools, Civil Defense and Blood Donation.

This Spring The Advertising Council will be ten years old.

It is generally agreed that the most effective tool that the Council has had available for public service campaigns these past ten years has been the Radio Allocation Plan. This Spring, radio advertisers, advertising agencies and the four major radio networks round out their tenth year of cooperation in this voluntary plan that they devised just after Pearl Harbor, and through which they share valuable radio time regularly with government agencies and private organizations to help solve national problems.

It is typical of the broadcasting industry that the Radio Allocation Plan, formed in wartime, was not de-mobilized at the end of World War II. The plan to make available for war information radio's most valuable time and programs—delivering America's biggest radio audiences—was literally invented by the Advertising Council. It was administered by the Office of War Information from April, 1942 to the end of 1945. Since 1945, the plan has served peacetime projects with the same force and effectiveness that marked radio's contribution to wartime projects.

When Korea came, the advertisers, agencies, networks and stations that had kept the Radio Allocation Plan strong—and ready—found themselves called upon once again to help America mobilize for defense.

Because they had chosen not to put their war-born mechanism for broad information campaigns into mothballs in 1945, radio advertisers, advertising agencies, networks and stations were in a position to switch immediately to defense mobilization projects on the very day in 1950 that the President of the United States declared a state of emergency.

Last year The Advertising Council, in cooperation with the NARTB and the Broadcast Advisory Council, (a group of broadcasters organized at the specific request of the government) introduced a stepped-up service to all radio and television stations—a monthly guide giving full information on mobilization-public interest campaigns.

And this time—unlike 1942—the advertising industry stood ready with a completely new and powerful medium and facility—television. Advertisers, advertising agencies, TV networks and stations—many of them the same American business companies that had formed the Radio Allocation Plan—joined forces with the Council and developed a Television Allocation Plan. This new facility for public service quickly took up the defense programs; and the Television Allocation Plan has expanded rapidly—almost as rapidly as television itself—and is still growing. Already this Plan has achieved outstanding support and results for government and private information programs.

The Radio Allocation Plan is an excellent example of the teamwork in advertising that epitomizes The Advertising Council. After ten years, this unique mechanism still looks like the instrument which one national advertiser once described as, ". . . perhaps the most powerful tool for public service ever devised."

PIANO PLAYHOUSE

A Maggy Fisher Production

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalyn Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Erroll Garner and Skitch Henderson . . . . . .

all this and the one and only

MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

MGM PIANO PLAYHOUSE ALBUM (Volume II)

now being released

A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. · 7 WEST 66th STREET · NEW YORK

Represented by The William Morris Agency

THE IMPORTANCE OF RADIO NEWS

By JIM BORMANN, President, National Asosc. of Radio News Directors

TWO major developments dominated the field of radio news in 1951. One was the headlong arrival of television news as one of the top contenders for news attention. The other was radio's decision to go to the mat to defend its right to freedom of information. Neither development has reached fulfillment, but both can be counted on to hold the attention of newsmen in radio and television during 1952.

Bormann

One indication of the new importance attached to video news by the newsmen themselves came at the annual NARND convention in Chicago, November 12, 13 and 14. The problems of producing television newscasts and the problems of competing with them held the attention of nearly every delegate. TV monopolized the major portion of the convention program as well as much of the out-of-sessions conversation there.

NBC's television news chief, Frank McCall, headed a lively discussion of technical developments in video news coverage. He listed many important advances during the past year, but acknowledged one major problem as yet unsolved. The speed of transmission for news film to TV stations all over America is still limited, he said, to the speed of the airplanes which fly the footage. It's the fastest transportation presently available, but it's too slow to keep up with the news itself, which is transmitted instantaneously by the news service over a network of teletype circuits.

"When it becomes possible to transmit motion pictures over a micro-wave system," McCall said, "then television news will really be in business on a competitive scale."

Officials of International News and United Press admitted privately that the newsreels which their organizations are producing necessarily suffer from the same transportation lag. Film footage of events happening in the eastern time zone seldom is available for presentation by west coast TV stations until 12 to 24 hours after the event.

"Let's face it," said one wire service executive; "the plane that flies our films doesn't move any faster than planes used by the other services."

The year 1951 may mark the awakening of radio to the urgent need for defending its right to freedom of information. Under the vigorous leadership of Bill Ray, NBC, Chicago, the NARND Freedom of Information committee kept the membership informed on events which affected this right. NARND President Ben Chatfield of WMAZ, Macon, Ga., joined with the leaders of other radio and press organizations in protesting against the order restricting the release of certain information by government bureaus. The executive order was regarded by newsmen generally as peacetime censorship, opposed to the public interest.

Similar protests were registered by the National Association of Radio and Television Broadcasters, the AP Managing Editors Association, the American Society of Newspaper Editors and the American Newspaper Publishers Association. At its convention, NARND adopted a resolution calling on the President to withdraw or modify his order curtailing free access to information about our government.

The nation's press and the nation's radio had formed an alliance, standing together on common ground in a common cause. The quarrels and the rivalry that had separated them in the past seemed less important than ever as they joined forces in a modern crusade for freedom at home. At year's end, the executive order was still in force, but the fight to repeal it had only begun.

The area of NARND's influence was expanded during 1951 as the organization's membership passed the 300 mark for the first time. Added recognition came to NARND with the appointment of President Chatfield to membership on the Broadcast Advisory Council and to the Council on Radio and Television Journalism. NARND now sits as a full partner with management on the board which advises on industry affairs. It also has increased its stature as a professional organization by participating in the affairs of the journalism schools where the newsmen of tomorrow receive their training.

NOW...THE ULTIMATE IN CUSTOM RECORDING!

CAPITOL RECORDS OFFERS

a complete

Studio and Recording Services Division

● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel... complete in the finest and latest equipment... luxurious in spacious studios and lounges and, wonderfully convenient!

● Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

● Whether your requirement be for a speech or a symphony... an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

S·R·S Capitol

STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif.

HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville

TV FILMS BEST BET FOR SPONSOR

By JOHN L. SINN, President, Ziv Television Programs, Inc.

ALREADY the nation's television producers are producing more films for television than the nation's motion picture producers are producing films for theaters.

The video film industry is today producing more than 3000 hours of film for television annually, and that figure will increase significantly during this year and in the years to follow.

John L. Sinn

The advantages of a filmed television series to a sponsor are quite obvious. Film offers him a maximum of flexibility of program structure, as well as the opportunity to provide non inter-connected stations with top-level programming. With film he can also overcome such problems as the time differential between east and west coasts.

The program structure can be more thoughtfully planned and presented on film than "live." In "live" programming a director frequently has to make "on the spot" decisions and emerge with the wrong camera angles. The director of the filmed show can choose his angles more carefully and never make mistakes if he does his job intelligently.

All of the "to err is human" element inherent in "live" production is eliminated on film. The fluffs wind up on the cutting room floor.

Of course, not all types of programs lend themselves to film. However, we in the industry believe that 80-90% of all television programming can be filmed and will some day in the not too distant future be done in that manner.

We in the filmed-"open end" industry go a step further and say that eventually 100% of the filmed television shows will be "open end" because "open end" filmed shows offer the maximum advantages to the sponsor.

To the national sponsor who wants to concentrate on selected markets, the "open end" filmed show affords the opportunity to purchase at local rates a top-budgeted production such as "The Unexpected," whose production budget is $23,500 or "Boston Blackie" whose production budget is $21,000 per half-hour show, or "Cisco Kid" or other similarly top-grade shows. Such a sponsor can then buy the best available time in his selected markets, make his deal with the station in each city which can do the best job for him, and then by inserting a hard-hitting local sales message, "live" or filmed, can be assured of getting the top results from his advertising budget.

Similarly, the regional advertiser and local advertiser whose advertising budgets could not stand the initial production costs of such shows, are able to present such shows locally, at prices they can well afford, and build up big audiences for their sales messages in their communities.

Last, but certainly not least of the reasons why "open end" filmed shows are destined to be the dominant category of all TV programming is the fact that stations prefer to buy and re-sell such shows at the local level in order to realize the maximum revenue from the sale of their time. At the same time, the stations could not themselves otherwise hope to offer the advertisers in their communities top programs, featuring top names, top production values, top direction, and top everything else, because obviously top talent leaves local communities and heads for the three major production centers.

Thus, an infant industry of five years ago has become a very healthy big boy who must grow into an even healthier giant.

Surveys which have been taken by trade magazines and other organizations prove that the public no longer knows nor cares which programs are on film or live. The "bugs" of five years ago have been exterminated completely.

This, too, explains why more and more sponsors are turning to filmed shows, and why more specifically they are turning to filmed "open end" shows to do the job.

BMI

. . . OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use . . . smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin . . . the radio man's guide to BMI music . . . contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders . . . pop hits, folk favorites, rhythm and blues leaders . . . issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance . . . a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits . . . weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago
Hollywood • Toronto
Montreal

BMI ...ALWAYS AT YOUR SERVICE

SERVICE is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming...its vast and varied repertoire...its useful and saleable program continuities...its research facilities...and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago
Hollywood • Toronto
Montreal

Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

WBNX	MElrose	5-0333
WCBS	PLaza	5-2000
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	HEmpstead	2-8000
WHOM	CIrcle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	CIrcle	6-2200
WMGM	MUrray Hill	8-1000
WNBC	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WHite Hall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WQXR	LAckawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	5-2000
WFAS-FM	WHite Plains	9-6400
WGHF	MUrray Hill	6-3266
WGNR	New Rochelle	6-1460
WGYN	BOwling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MUrray Hill	8-1000
WNBC-FM	CIrcle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABD	MUrray Hill	8-2600
WATV	BArclay	7-8216
WCBS-TV	PLaza	5-2000
WJZ-TV	TRafalgar	3-7000
WNBT	CIrcle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-1234

National Networks

American Broadcasting Co	CIrcle	7-5700
Columbia Broadcasting System	PLaza	5-2000
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co	CIrcle	7-8300
Liberty Broadcasting System	MUrray Hill	8-5580

Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	JUdson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co	MUrray Hill	9-6084
Blair-TV, Inc	MUrray Hill	6-6263
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc	PLaza	9-8150
The Branham Co	MUrray Hill	6-1860
Burn-Smith Co., Inc	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	5-2000
CBS TV Spot Sales	PLaza	5-2000
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co., Inc	MUrray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc	MUrray Hill	2-7270
Devney & Co	MUrray Hill	7-5635
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc	PLaza	5-8501
Free & Peters, Inc	PLaza	9-6022
Me'chor Guzman Co., Inc	CIrcle	7-0624
H-R Representatives, Inc	MUrray Hill	9-2606
Headley-Reed Co.	MUrray Hill	3-5467
George P. Hollingbery Co	BRyant	9-3960
The Katz Agency, Inc	PLaza	9-4460
Joseph Hershey McGillvra, Inc	MUrray Hill	2-8755
Robert Meeker Associates, Inc	MUrray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	CIrcle	7-8300
Pan American Bcstg. Co	MUrray Hill	2-0810
John E. Pearson Co	PLaza	8-2255
John H. Perry Associates	MUrray Hill	4-1647
Edward Petry & Co., Inc	MUrray Hill	8-0200
Radio Representatives	MUrray Hill	8-4392
William G. Rambeau Co	MUrray Hill	6-5940
Paul H. Raymer Co., Inc	PLaza	9-5570
The O. L. Taylor Co	MUrray Hill	8-1088
The Walker Co	MUrray Hill	3-5880
Weed & Co	MUrray Hill	7-7772
Adam J. Young, Jr., Inc	MUrray Hill	9-0006

Advertising Agencies

Anderson & Cairns, Inc	MUrray Hill	8-5800
N. W. Ayer & Son, Inc	CIrcle	6-0200
Badger & Browning & Hersey	CIrcle	7-3719
Ted Bates, Inc	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc	MUrray Hill	8-1100
The Biow Co., Inc	PLaza	9-1717
Franklin Bruck Advertising Corp	CIrcle	7-7660
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc	MUrray Hill	8-3190
Cecil & Presbrey, Inc	MUrray Hill	8-1234
Compton Advertising, Inc	CIrcle	6-2800
Cunningham & Walsh, Inc	MUrray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc	ORegon	9-0600
D'Arcy Advertising Co	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc	BRyant	9-0445
Donahue & Co., Inc	COlumbus	5-4252
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc	CIrcle	6-1400
Erwin, Wasey & Co., Inc	LExington	2-8700
William Esty & Co	MUrray Hill	5-1900
Federal Advertising Agency, Inc	MUrray Hill	8-4200
Foote, Cone & Belding	MUrray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc	MUrray Hill	6-5600
Gardner Advertising Co	COlumbus	5-2000
Geyer, Newell, & Ganger, Inc	PLaza	5-5400
Grey Adv. Agency, Inc	CHickering	4-3900
Hirshon-Garfield, Inc	MUrray Hill	8-8900
Charles W. Hoyt Co., Inc	MUrray Hill	2-2000
Duane Jones Co., Inc	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc	ORegon	9-4440
The Joseph Katz Co	MUrray Hill	8-1223
Kenyon & Eckhardt, Inc	MUrray Hill	8-5700
Abbott Kimball Co., Inc	PLaza	3-9600
Kudner Agency, Inc	CIrcle	6-3200
Al Paul Lefton Co., Inc	VAnderbilt	6-4340
Lennen & Mitchell, Inc	MUrray Hill	2-9170
Marfree Adv. Corp	LOngacre	4-7190
Marschalk & Pratt Co	VAnderbilt	6-2022
J. M. Mathes, Inc	LExington	2-7450
McCann-Erickson, Inc	JUdson	6-3400
Emil Mogul Co., Inc	COlumbus	5-2482
Morey, Humm & Johnstone, Inc	BRyant	9-5950
Morse International, Inc	ORegon	9-4600
George R. Nelson	CIrcle	5-5430
Peck Adv. Agency, Inc	PLaza	3-0900
Pedlar & Ryan, Inc	PLaza	5-1500
Fletcher D Richards, Inc	JUdson	6-5400

Ruthrauff & Ryan, Inc. ..... MUrray Hill 6-6400
Sherman & Marquette, Inc. ..... PLaza 7-6400
Street & Finney, Inc. ..... WAtkins 4-8510
Sullivan, Stauffer, Colwell & Bayles ... ORegon 9-2500
J. D. Tarcher & Co., Inc. ..... CIrcle 6-2626
J. Walter Thompson Co. ..... MUrray Hill 3-2000
J. Franklyn Viola ..... CHickering 4-3254
Warwick & Legler, Inc. ..... MUrray Hill 4-5800
William H. Weintraub & Co., Inc. .. MUrray Hill 8-3901
Weiss & Geller, Inc. ..... PLaza 3-4070
Ward Wheelock Co. ..... PLaza 7-7120
Young & Rubicam, Inc. ..... MUrray Hill 9-5000

Publications

Advertising Age ..... MUrray Hill 6-8180
Advertising & Selling ..... LOngacre 5-3320
Billboard, The ..... PLaza 7-2800
Broadcasting ..... PLaza 5-8354
Editor & Publisher ..... BRyant 9-3052
Film Daily ..... BRyant 9-7117
Printers' Ink ..... MUrray Hill 3-6500

RADIO-TELEVISION DAILY .. WIsconsin 7-6336

Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... LExington 2-1760
Sponsor ..... MUrray Hill 8-2772
Standard Rate & Data Service .... LExington 2-6611
Television Magazine ..... PLaza 3-3671
Tide ..... MUrray Hill 3-7700
Variety ..... LUxemburg 2-2700

News Associations

Associated Press ..... PLaza 7-1111
International News Service ..... MUrray Hill 7-8800
Press Association, Inc. ..... PLaza 7-1111
Reuters ..... BRyant 9-8558
Transradio Press Service, Inc. ..... MUrray Hill 2-4053
United Press Associations ..... MUrray Hill 2-0400

Talent Agencies

Affiliated Artists ..... PLaza 3-1862
All America Artists, Inc. ..... CIrcle 6-6646
Batchelor Enterprises, Inc. ..... CIrcle 6-4224
Columbia Artists Management, Inc. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. ..... COlumbus 5-3580
Frank Cooper Associates ..... VAnderbilt 6-5661
Fanchon & Marco, Inc. ..... CHickering 4-3956
Gale, Inc. ..... PLaza 7-7100
William McCaffrey Agency ..... ELdorado 5-1076
Management Corp. of America ..... PLaza 9-7500
Music Corp. of America ..... PLaza 9-7500
William Morris Agency, Inc. ..... JUdson 6-5100
Marjorie Morrow ..... CHickering 4-0644
National Concert & Artists Corp. .... PLaza 9-6000
Robbins Bros. ..... MUrray Hill 7-2033

Organizations, Unions and Government Agencies

Actors' Equity ..... PLaza 7-7660
Advertising Federation of America .... BRyant 9-0430
AAAA ..... LExington 2-7980
American Communications Assn. .... COrtland 7-1374
American Federation of Musicians ..... PLaza 8-0600
AFRA ..... VAnderbilt 6-1810
ASCAP ..... MUrray Hill 8-8800
American Television Society ..... MUrray Hill 6-0238
AMPA ..... LUxemburg 2-1790
Broadcast Music, Inc. ..... PLaza 7-1800
Federal Communications Comm. .... WAtkins 4-1000
Federal Trade Commission ..... WHitehall 3-8000
Institute of Radio Engineers ..... REgent 7-9600
Music Publishers' Protective Association CIrcle 6-3084
NAPA ..... CIrcle 7-8194
NARSR ..... MUrray Hill 5-4141
Professional Music Men, Inc. ..... COlumbus 5-7362
Radio Writers' Guild ..... MUrray Hill 6-5252
SESAC, Inc. ..... MUrray Hill 5-5365
Song Writers' Protective Assn. .... COlumbus 5-3758
Television Broadcasters' Assn., Inc. LAckawanna 4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service ..... CIrcle 5-6873
Advertisers Recording Service, Inc. ..... CIrcle 6-0141
Affiliated Program Service, Inc. ... Murray Hill 7-1881
Air Features ..... MUrray Hill 9-5900
Alton Alexander Productions ..... LOrraine 8-3100
American Institute Food Products .. MUrray Hill 8-4900
Apex Recording Studios, Inc. ..... PLaza 7-7067
Arts Recording Studios ..... PLaza 8-0407
Associated Program Service ..... PLaza 7-7710
Associated Radio & TV Production .MUrray Hill 6-2523
Audio-Video Recording Co. ..... PLaza 7-0780
Jack Barry Productions, Inc. ..... ORegon 9-3118
Basch Radio & TV Productions ... MUrray Hill 2-8877
V. S. Becker Advtg. Service ..... LUxemburg 2-1040
Ford Bond Radio Productions, Inc. ..... CIrcle 7-2236
Byron Productions Co. ..... CIrcle 6-2677
The Bruce Chapman Co. ..... WIsconsin 7-9244
Cineffects, Inc. ..... CIrc'e 6-0951
Cinemart, Inc. ..... MUrray Hill 4-1562
Coastal Recording Co. ..... CIrcle 6-3900
Columbia Transcriptions ..... CIrcle 5-7300
Louis G. Cowan, Inc. ..... PLaza 9-3700
Frederic Damrau, M.D. ..... PLaza 5-3638
Gordon M. Day Productions ..... Oregon 9-3595
Decca Records, Inc. ..... COlumbus 5-2300
Roy DeGroot, Consultants, Inc. .... MUrray Hill 7-9135
Empire Broadcasting Co. ..... PLaza 9-4500
Mildred Fenton Productions ..... PLaza 9-8266
Fisher Productions ..... PEnnsylvania 6-9557
Allen A. Funt Radio Productions ..... JUdson 6-5227
Gale, Inc. ..... PLaza 7-7100
General Artists Corp. ..... CIrcle 7-7543
John E. Gibbs & Co. ..... COlumbus 5-7504
Harry S. Goodman Radio Productions .... PLaza 5-6131
Laurence Hommond Productions, Inc. .... PLaza 9-2210
Arthur Henley Productions ..... ILlinois 9-6729
Hudes & Lind ..... BOulevard 8-3065
Hummert Radio Features ..... MUrray Hill 9-5900
International 16mm Corp. ..... PLaza 7-2265
Roger Kay Enterprises ..... CIrcle 5-7880
Keystone Broadcasting System, Inc. ..... PLaza 7-1460
Lang-Worth Feature Programs, Inc. ..... JUdson 6-5700
Bob Loewi Productions, Inc. ..... PLaza 5-0958
Phillips H. Lord, Inc. ..... PLaza 5-2211
Charles Michelson, Inc. ..... PLaza 7-0695
Motion Pictures Stages, Inc. ..... PLaza 3-4840
William Morris Agency, Inc. ..... JUdson 6-5100
Murphy-Lillis Productions, Inc. ..... PLaza 7-8144
Music Corp. of America ..... PLaza 9-7500
Muzak Corp. ..... PLaza 7-7710
NBC Radio Recording Div. ..... CIrcle 7-8300
National Concert & Artists Corp. ..... PLaza 9-6000
Nelson Productions, Inc. ..... MUrray Hill 6-5862
Press Associations, Inc. ..... PLaza 7-1111
Prockter Productions, Inc. ..... JUdson 6-4830
Radio Artists Corp. ..... MUrray Hill 8-0940
Radio Events, Inc. ..... MUrray Hill 7-1668
Radio Features of America ..... LUxemburg 2-5130
Radio-Video Associates ..... PLaza 5-5781
Reemack Enterprises, Inc. ..... MUrray Hill 7-7979
Reeves Sound Studios, Inc. ..... ORegon 9-3550
Rockhill Radio ..... PLaza 9-7979
Bernard L. Schubert, Inc. ..... MUrray Hill 8-0940
SESAC, Inc. ..... MUrray Hill 5-5365
K. R. Smith ..... JUdson 2-3791
Henry Souvaine, Inc. ..... CIrcle 7-5666
Richard Stark & Co. ..... CIrcle 6-7337
Irvin Paul Sulds, Inc. ..... TEmpleton 8-7025
Television Screen Productions, Inc. ..... PLaza 5-0808
Transcribed Radio Shows ..... LUxemburg 2-3530
Transfilm, Inc. ..... LUxemburg 2-1400
United Press Associations ..... MUrray Hill 2-0400
Thomas J. Valentino, Inc. ..... CIrcle 6-4675
Chick Vincent Co. ..... ELdorado 5-0734
Von Baumann Studio ..... RHinelander 4-5508
Roger White Productions ..... PLaza 5-3560
Wolf Associates, Inc. ..... PLaza 5-7620
Wolff-Feldman Enterprises, Inc. .... LAckawanna 4-3450
World Broadcasting System, Inc. .. MUrray Hill 8-4700
World Video, Inc. ..... PLaza 9-3870
Wynn, Wright Associates ..... PLaza 3-4417
Frederick W. Ziv Co., Inc. ..... MUrray Hill 8-4700

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-7800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOnroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOnroe	6-9060

FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WEMS	CLiffside	4-7411
WMOR	ANdover	3-6050
WOAK	SAcramento	2-6272
WXRT	MOnroe	6-9060

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-7800
WGN-TV	FInancial	6-0011
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	Andover	3-7800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	CEntral	6-1112
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
The Katz Agency	CEntral	6-4006
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7594
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	CEntral	6-4230
Gordon, Best, Co., Inc.	STate	2-5060
Hill Blackett	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	ANdover	3-6111
Leo Burnett Co., Inc.	CEntral	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan, Inc.	SUperior	7-6476
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	RAndolph	6-7942
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olian Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	RAndolph	6-2171
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	DElaware	7-1124
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Carp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STate	2-8999
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntral	6-5275
Hollywood Recorded Features, Inc.	LOngbeach	1-6730
William Morris Agency	STate	2-3632
Jewell Radio Productions	FInancial	6-4474
Beulah Karney, Inc.	STate	2-5060

Radio and Television

TELEPHONE NUMBERS

CHICAGO WASHINGTON

Herbert S. Laufman.....WEbster 9-2302
Les Lear Productions Corp.....ANdover 3-7233
Art Linick Enterprises.....SUperior 7-3311
Monogram Radio Programs, Inc.....ANdover 3-7169
Morton Radio Productions, Inc.....CEntral 6-4144
Music Corp. of America.....DElaware 7-1100
NBC Radio Recording Division.....SUperior 7-8300
Radio Features, Inc.....FRanklin 2-4392
RCA Manufacturing Co.....WHitehall 4-4600
Standard Radio Trans. Service, Inc.....STate 2-3153
Hal Tate Radio Productions.....SHeldrake 3-0880
Tele-Radio Creations, Inc.....MOhawk 4-0015
Television Adv. Productions, Inc.....STate 2-5941
Wright Radio Productions.....SUperior 7-1280
Frederic W. Ziv Co.....FRanklin 2-8917

News Agencies and Ass'ns.

Associated Press .....STate 2-7700
International News Service.....ANdover 3-1234
Press Association, Inc.....STate 2-4581
Transradio Press Service.....STate 2-7904
RADIO DAILY.....ANdover 3-6050
FR 2-3238
United Press .....RAndolph 6-4172

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross.....REpublic 8300
Archives, National .....REpublic 7500
Capitol U. S. (Senate, House of Reps.).NAtional 3120
Census, Bureau of the .....LUdlow 4-3000
Commerce, Department of.....STerling 9200
Copyright Office—Library of Congress. STerling 0400
Court of Customs & Patent Appeals....NAtional 4696
Defense Mobilization, Office of.....EXecutive 3300
Executive Mansion .....NAtional 1414
FEDERAL COMMUNICATIONS COMMISSION .....EXecutive 3620
Federal Trade Commission.....EXecutive 6800
Government Printing Office.....DIstrict 6840
Interior, Department of the.....REpublic 1820
Justice, Department of.....REpublic 8200
Labor, Department of.....EXecutive 2420
National Labor Relations Board.....STerling 7373
National Military Establishments
Air Force, Department of The.....LIberty 5-6700
Army, Department of The.....LIberty 5-6700
Navy, Department of The .....LIberty 5-6700
National Production Authority.....STerling 5200
National Research Council.....EXecutive 8100
Patent Office .....STerling 9200
Post Office Department .....STerling 3100
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.).....NAtional 3120
State, Department of.....REpublic 5600
Supreme Court of The U. S.....EXecutive 1640
White House.....NAtional 1414
Blair House.....REpublic 1681

Non-Governmental

Clear Channel Broadcasting Service....EXecutive 0255
National Association of Broadcasters....DEcatur 9300
National Press Club.....REpublic 2500
RADIO DAILY .....MEtropolitan 0823
MEtropolitan 0824
WArfield 4462
Radio-Television Manufacturers' Association
NAtional 3902
Radio Corporation of America.....DIstrict 1260
Westinghouse Radio Stations.....STerling 0903
NAtional 8843

AM Radio Stations

WARL .....OWens 7800
WEAM .....OWens 7100
WFAX .....FAlls Church 0900
WGAY .....SHepherd 1050
WGMS .....EXecutive 8676
WINX .....REpublic 8000
WMAL .....NAtional 5400
WOL .....MEtropolitan 0010
WOOK .....STerling 7265
WPIK .....OVerlook 3000
WRC .....REpublic 4000
WTOP .....MEtropolitan 3200
WWDC .....STerling 3800

FM Radio Stations

WARL-FM .....OWens 7800
WASH .....DIstrict 1356
WBUZ .....HIllside 8796
WCFM .....REpublic 8688
WGAY-FM .....SHepherd 1050
WGMS-FM .....Executive 8676
WMAL-FM .....NAtional 5400
WOOK-FM .....STerling 7265
WRC-FM .....REpublic 4000
WTOP-FM .....MEtropolitan 3200

Television Stations

WMAL-TV .....NAtional 5400
WNBW .....REpublic 4000
WTOP-TV .....MEtropolitan 3200
WTTG .....STerling 5300

News Services

Associated Press .....DIstrict 1500
International News Service.....NAtional 1733
Transradio Press .....NAtional 1178
United Press.....EXecutive 3430

Networks

ABC .....REpublic 6013
CBS .....MEtropolitan 3200
LBS .....NAtional 4458
MBS .....MEtropolitan 1551
NBC .....REpublic 4000

Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALL (Pasadena) ..... RYan 1-7149
KBIG ..... HEmpstead 3025
KECA ..... HUdson 2-3141
KFAC ..... DUnkirk 4-1231
KFI ..... DUnkirk 2-2121
KFMV ..... HIllside 7406
KFOX ..... MAdison 2247
KFVD ..... DUnkirk 8-2345
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFI ..... HIllside 0201
KGIL (Sherman Oaks) ..... STanley 7-3467
KHJ ..... HUdson 2-2133
KIEV (Glendale) ..... CHarleston 5-2388
KLAC ..... HUdson 2-7311
KMGM ..... TExas 0-3311
KMPC ..... HOllywood 9-5341
KNX ..... HOllywood 9-1212
KOWL (Santa Monica) ..... Santa Monica 4-6761
KRKD ..... TUcker 7111
KUSC ..... RIchmond 7-2295
KWKW (Pasadena) ..... RYan 1-6744
KXLA (Pasadena) ..... RYan 1-6991

FM Radio Stations

KECA-FM ..... HUdson 2-3141
KKI-FM ..... DUnkirk 2-2121
KFMV ..... HIllside 7406
KHJ-FM ..... HUdson 2-2133
KKLA-FM ..... DUnkirk 8-7793
KMGM ..... TExas 0-3311
KMPC-FM ..... HOllywood 5341
KRKD-FM ..... TUcker 7111
KUSC ..... RIchmond 7-2295

Television Stations

KECA-TV ..... NOrmandy 3-3311
KFI-TV ..... DUnkirk 2-2121
KLAC ..... HUdson 2-7311
KNBH ..... HOllywood 9-6161
KTLA ..... HOllywood 9-3181
KTSL ..... HOllywood 9-1212
KTTV ..... HUdson 2-7111

Networks

American Broadcasting Co. ..... HUdson 2-3141
Columbia Broadcasting System, Inc. ..... HOllywood 9-1212
National Broadcasting Co. ..... HOllywood 9-6161
Mutual-Don Lee Broadcast System ..... HUdson 2-2133
Pacific Regional Network ..... HIllside 7406
Liberty Broadcasting System, Inc. ..... HUdson 2-7471

Station Representatives

American Jewish Broadcasting ..... NOrmandy 2-5546
Avery-Knodell, Inc. ..... TU 2435
Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... GRanite 6103
Blair TV, Inc. ..... GRanite 6103
Bolling Co., Inc. ..... GLadstone 8045
The Branham Co. ..... DUnkirk 8-8158
Howard C. Brown Co. ..... HOllywood 9-6045
Burn-Smith Co., Inc. ..... RIchmond 6184
F M Reps., Inc. ..... HIllside 2450
Free & Peters ..... HO 9-2151
Gene Grant & Co. ..... YOrk 8812
W. S. Grant Co. ..... CR 6-3400
Irene Griffith Co. ..... HIllside 3921
Headley-Reed Co. ..... HIllside 7738
George P. Hollingbery ..... MAdison 6-3633
The Katz Agency ..... TUcker 3219
Keenan & Eickelberg ..... DUnkirk 2-8458
Joseph Hershey McGilvra, Inc. ..... DUnkirk 7-4388
Tracy Moore ..... HOllywood 9-5408
NBC-KNBH Spot Sales ..... HOllywood 9-6161
Harlang Oaks Assoc. ..... DUnkirk 2-3250
Lee F. O'Connell Co. ..... CRestview 5-2022
John Pearson Co. ..... DUnkirk 7-4388
Edward Petry Co. ..... MIchigan 8729
Radio Sales ..... HOllywood 9-1212
Wm. G. Rambeau Co. ..... HI 0388
Paul H. Raymer ..... HUdson 2-2376
Walker Co. ..... DUnkirk 2-3200
Weed & Company ..... HIllside 8611

Advertising Agencies

Abbott Kimball Co. of Calif. ..... DUnkirk 7-7305
Ad Associates ..... TUcker 5713
Advertisers Production Agency ..... PRospect 7761
Advertising Engineers Corporation ..... MUtual 5039
Alber, R. H., Co. ..... HOllywood 9-8273
Allen & Marshall Adv. Agency ..... DUnkirk 7-5163
Allied Advertising Agency ..... DUnkirk 7-7331
Altman, Bruce, Adv. Agency ..... BRadshaw 2-5446
Anderson-Bever-Grant, Inc. ..... ANgelus 3-7177
Anderson-McConnell Adv. Agency ..... WEbster 1-8138
Arnold, Rupert, Adv. Agency ..... PRospect 1782
Asay, Wm. F., Agency ..... LOng Beach 7-2429
Associated Advertising Agency ..... DUnkirk 8-3145
Atchison, R. B., Adv. Agency ..... PRospect 1913
Atherton Advertising Agency ..... WEbster 3-8488
Ayer, N. W., & Son, Inc. ..... HEmpstead 4871
Ball, Ted H., & Co. ..... HOllywood 9-7127
Benning Co. ..... DUnkirk 8-3456
Barnes Chase Co. ..... DUnkirk 4-1193
Barnes, John, & Assoc. ..... HEmpstead 0387
Bass, Louis, Co. ..... BRadshaw 2-3396
Bates, Ted., & Co. ..... HOllywood 9-2161
Batten, Barton, Durstine & Osborn
(Hollywood) ..... HOllywood 9-7337
(Los Angeles) ..... WEbster 1-1234
Beale, H., Hammond Agency ..... DUnkirk 7-7777
Beaumont & Hohman, Inc. ..... MAdison 9-2676
Bennett, Harry, Adv. Agency ..... TRinity 2391
Benton & Bowles, Inc. ..... HIllside 9151
Berghoff Associates, Inc. ..... BRadshaw 2-2652
Besel Advertising ..... ANgelus 3-5121
Biow Co., Inc. ..... HEmpstead 2377
Bishop & Assoc. Inc. ..... MAdison 6-1221
Black, Robt. J. Adv. ..... BRadshaw 2-4072
Block Advertising Agency ..... HUdson 2-5668
Blythe, W. L., Co. ..... TUcker 5410
Bogarts, The ..... HEmpstead 6871
Booker-Cooper, Inc. ..... HUdson 2-3205
Bothwell, W. Earl, Inc. ..... GRanite 6114
Bowman, Deute, Cummings, Inc. ..... PRospect 9806
Boyd, John R., Co. ..... LOgan 1644
Brand, Michael, Assoc. ..... CRestview 6-2991
Brisacher, Wheeler, & Staff ..... WEbster 1-8143
Broadcasting Advertising ..... DUnkirk 9-1339
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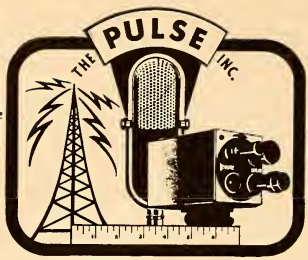

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	RADIO	TV		RADIO	TV
Akron	x		Minn.-St. Paul	x	x
Albany	x		Modesto	x	
Alburquerque	x	x	New Haven	x	x
Atlanta	x	x	New Orleans	x	x
Augusta	x		New York	x	x
Bakersfield	x		Norfolk	x	x
Baltimore	x	x	Northern New Jersey	x	
Bangor	x		Oklahoma City	x	
Birmingham	x	x	Omaha	x	x
Boston	x	x	Philadelphia	x	x
Buffalo	x	x	Pittsburgh		x
Charlotte	x		Port Huron	x	
Chicago	x	x	Providence	x	x
Cincinnati	x	x	Reading	x	
Cleveland	x	x	Richmond	x	x
Columbia	x		Roanoke	x	
Columbus		x	Rochester	x	x
Corpus Christi	x		Saginaw	x	
Dayton		x	San Antonio	x	
Detroit	x	x	San Diego	x	x
Elmira	x		San Francisco-Oakland	x	x
Erie	x		Santa Fe	x	
Fargo	x		Seattle	x	x
Flint	x		Shenandoah	x	
Fresno	x		Spartanburg	x	
Greenville	x		Springfield	x	
Indianapolis	x		St. Louis	x	x
Jackson	x		Syracuse		x
Jamestown	x		Toledo		x
Kalamazoo	x		Trenton	x	
Keene	x		Tulsa		x
Lancaster	x		Utica-Rome	x	
Los Alamos	x		Washington, D. C.	x	x
Los Angeles	x	x	Waterbury	x	
Madison	x		Wilkes-Barre	x	
Manchester	x		Worcester	x	
Miami	x	x	York	x	
Milwaukee		x			

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515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

FACTS, INC.
270 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 6-7800

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
Dry Hill, Norwalk, Conn.
Phone: NOrwalk 8-0606

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9083
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.
6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH
230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400
500 Fifth Ave., New York 18, N. Y.
Phone: PEnnsylvania 6-2850

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.
270 Park Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.
15 W. 46th St., New York 7, N. Y.
Phone: JUdson 6-3316

RADIO COPY
43-18 163rd Street, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y.
Phone: MUrray Hill 7-6658

RESEARCH SERVICES, INC.
1441 Welton St., Denver 2, Col.
Phone: CH 2742

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-0600

DANIEL STARCH AND STAFF
420 Lexington Ave., New York 17, N .Y.
Phone: LExington 2-6622
540 N. Mich. Ave., Chicago 11, Ill.
Phone: DElaware 7-8362

TRENDEX, INC.
347 Madison Avenue, New York 17, N. Y.
Phone: MU 4-4328-9

VIDEODEX
JAY & GRAHAM RESEARCH, INC.
100 E. Ohio St., Chicago 11, Ill.
Phone: WHitehall 4-0584
342 Madison Ave., New York, N. Y.
Phone: MUrray Hill 7-8837

According to
the Nielsen Radio Index
(the only nation-wide
measurement of radio listening
subscribed to by
all networks)...

More people listen-

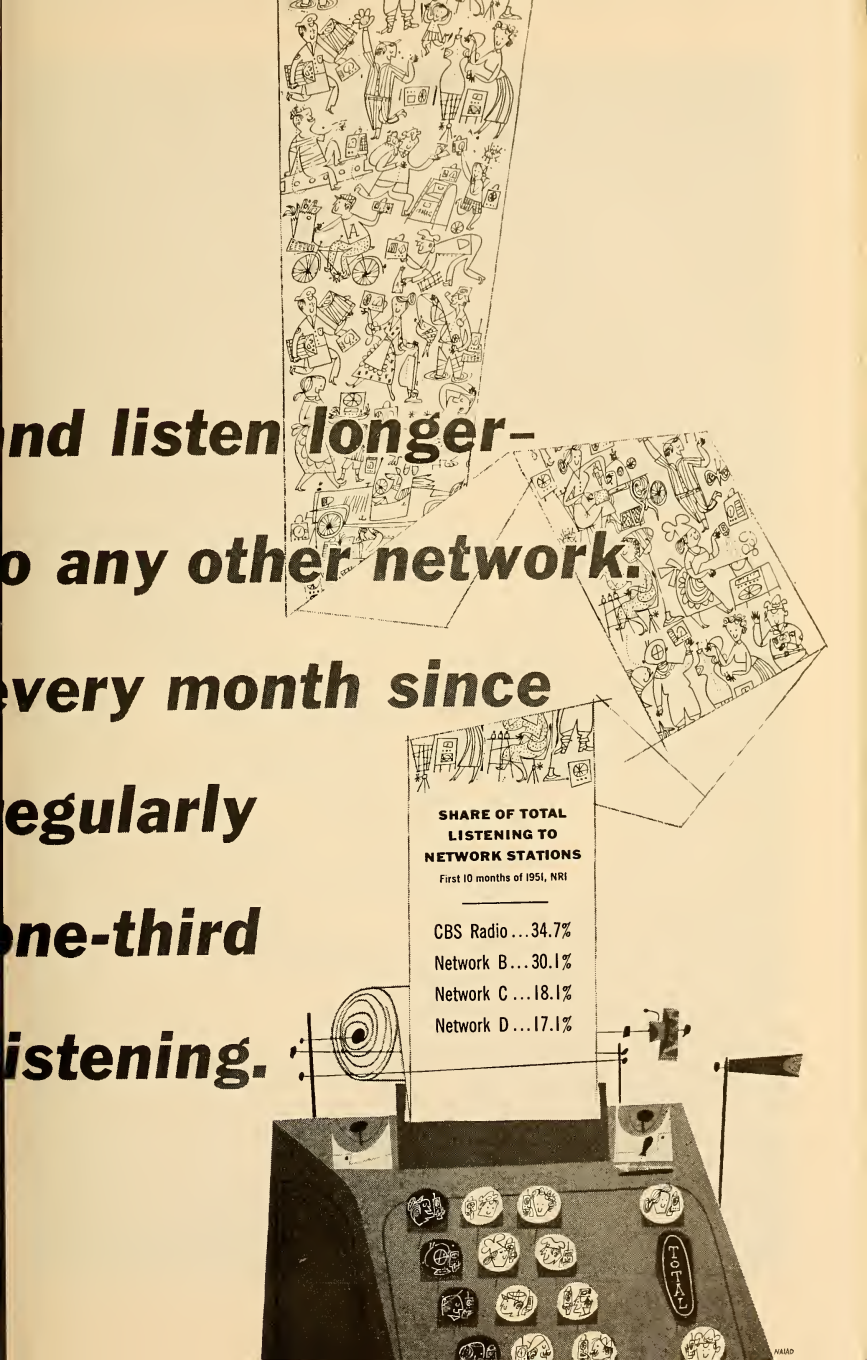
to CBS Radio than

This has been going on

January 1949. CBS Radio

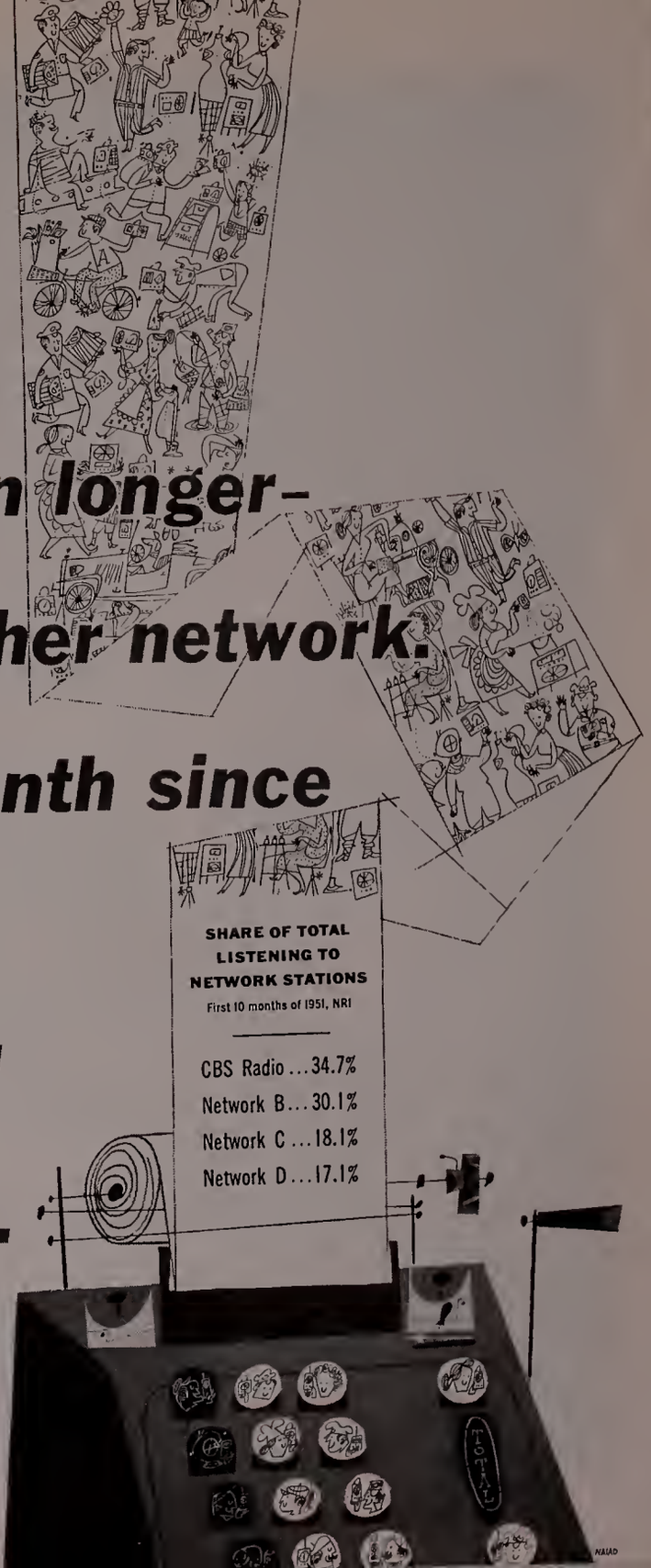
captures more than

of all network


nd listen longer–
o any other network.
very month since
egularly
ne-third
istening.
SHARE OF TOTAL
LISTENING TO
NETWORK STATIONS
First 10 months of 1951, NRI
CBS Radio ... 34.7%
Network B ... 30.1%
Network C ... 18.1%
Network D ... 17.1%
TOTAL
NAIAD

According to
the Nielsen Radio Index
(the only nation-wide
measurement of radio listening
subscribed to by
all networks)...

More people listen – and listen longer – to CBS Radio than to any other network. This has been going on every month since January 1949. CBS Radio regularly captures more than one-third of all network listening.



focal point
for
successful
campaign planning
in 1952:
ADVERTISERS USING MUTUAL NET
the
MUTUAL
broadcasting
system

INTERNATIONAL RADIO—WHAT IS IT?

By PIERRE CRENESSE, Director of The French Broadcasting System in North America

SINCE the end of the war, there has been a lot of talk about International Radio. Does such a thing exist? There can be no doubt about it. To be convinced, one need only to witness the exchanges being made daily between American radio stations and Radio diffusion Francaise. Anyone in France can listen to numerous programs during which people talk about the United States, about life here, about American art and American music; and in this country, from coast to coast, Radiodiffusion Francaise makes programs available to over 350 stations.

Crenesse

Nevertheless, up to the present time, International Radio has never really been defined. It has no regulation, no laws. It is ruled only by the good will or the honesty of those who are at its service. You may say that is true of all the arts. No doubt; however, when working for International Radio one should have a definite purpose in mind.

After several years of experience—experience acquired under the best conditions, as I have had the good fortune to be in permanent contact with American broadcasters, and they have the justified reputation of knowing their job—I would say this about International Radio.

"It is the art of making people listen to truths about a country unfamiliar or indifferent to them."

I use the word "listen" intentionally, rather than "hear," as the former indicates sustained attentiveness, whereas the latter denotes only a manifestation of the auditory senses. And I insist on the word "truths."

Consequently, the crux of the matter is to be honest and interesting at the same time. That is not easy to achieve because being honest means not only to respect truths but also to avoid contrivance and not to give in to popular taste.

International Radio can be constructive by enlightening people on the subject of the life and customs of other people; it can be poisonous if it is "propaganda."

Two striking examples came out of the last war, at the very time when the principle of International Radio was being formed. The first, the bad one, was that of the German radio that flooded occupied territories with lies—lies about the power of the Great Reich as well as about the weakness of democracies. That was propaganda. The other, the good one, was that of the BBC and ABSIE (American Broadcasting System in Europe), that people in occupied territories listened to daily, at the risk of their life. Agreed, it was radio at war, but it was honest radio.

Here is an even more explicit example. A program of the Voice of America is relayed every day by one of the Radiodiffusion Francaise networks. Produced in New York, by Americans, the program gives facts—facts that can be checked—and interviews with personalities who talk about life in the United States. The picture that French listeners get in this way may not exactly coincide with their own conception of America, but in any event it is an honest picture. The programs produced by Radiodiffusion Francaise in Paris, in English, and aired by American stations, present French music. It is honest to talk about Berlioz, Ravel or Debussy who although Frenchmen, belong to the heritage of human genius.

I personally avoid forcing the listener's judgment. I make a point of not saying, "Listen attentively to the last movement of the *Symphonie Fantastique;* it's a masterpiece, you should like it." I just play the composition, interpreted by a good orchestra, bearing in mind that if the listener is not already familiar with it, I have the opportunity of introducing it to him. He is still free to form his own judgment which I respect.

From a practical point of view, experience has taught me that the No. 1 principle of International Radio should be to reach the listeners you want over their favorite stations. This implies that shortwave radio is practically out of business during peacetime. The number of short-wave listeners, ordinarily, is infinitesimal in comparison with AM or even FM listeners. That means that a wide understanding of the significance of International Radio must be established in order that stations the world over may readily accept programs from foreign countries.

NBC RADIO

IS

STRICTLY

BUSINESS

a statement by the National Broadcasting Company

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of *every* national advertiser.

What are these new selling techniques? Here is a partial list:

Tandem Plans 1 and 2

Guaranteed Advertising Attention Plan

National Merchandising Plan

Market Basket Plan

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the *basic* medium for selling America. Our approach is your approach—strictly business. Strictly good business.

NBC radio network

a service of Radio Corporation of America

"Direct From Paris"

RDF

THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS
Symphonic
Folklore
Popular

ENTERTAINMENT
Theatre
Arts
Books

WOMEN'S PROGRAMS
Fashion
Cuisine
Home Life

AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1952

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
		CALIFORNIA		
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
		COLORADO		
Denver	KPOF	Pillar of Fire	910	5000 d;1000 n
		ILLINOIS		
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
		INDIANA		
West La Fayette	WBAA	Purdue University	920	5000 d;1000 n
		IOWA		
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
		KANSAS		
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
		MICHIGAN		
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
		MINNESOTA		
Minneapolis-St. Paul	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
		MISSOURI		
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod	850	5000 d
		NEW JERSEY		
Zaraphath	WAWZ	Pillar of Fire	1380	5000
		NEW YORK		
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
		NORTH DAKOTA		
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
		OHIO		
Columbus	WOSU	The Ohio State U.	820	5000
		OKLAHOMA		
Norman	WNAD	U. of Oklahoma	640	1000 d
		OREGON		
Corvallis	KOAC	Oregon State College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	250
		PENNSYLVANIA		
Grove City	WSAJ	Grove City College	1340	100
		SOUTH DAKOTA		
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
		WASHINGTON		
Pullman	KWSC	State College of Wash.	1250	5000
		WISCONSIN		
Madison	WHA	University of Wisconsin	970	5000 d

America is
SOLD
on ABC
BEER
DESSERTS
BLADES
CEREAL
HOUSE CLEANSER
SODA
SOAP
CIGARETTES

Air-Wick
American Bakeries
American Chicle
Bristol-Myers
Burton-Dixie
Camels
Carter Products
Club Aluminum
Dr. Billy Graham
Dulany Food
Equitable Life Assurance
Free Methodist Church
General Foods
General Mills
General Motors
Gillette
Goodyear Tire & Rubber
Gospel Broadcasting
H. J. Heinz
Institute of Religious Science
Kellogg
Lever Bros.
Old Gold
Philco
Philip Morris
Prudential Insurance
Ralston-Purina
Serutan
Sterling Drug
Stokely-Van Camp
Swift
Sylvania
The Christian Science Monitor
The Texas Company
The Voice of Prophecy
Warner-Hudnut

ABC Radio delivers the goods. A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been—and always will be—our single aim.

ABC RADIO
American Broadcasting Company

As the year begins...

THIS is a time for taking stock, for adding up a final score for the 12 months past, and taking a look at the months ahead.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as 1952 begins, Young and Rubicam is placing the following radio and television shows for its clients:

TELEVISION SHOWS

"Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.

"Young Mr. Bobbin" for the General Foods Corporation.

"Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.

"Mr. District Attorney" for the Bristol-Myers Company.

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"It's News to Me" for the General Foods Corporation.

"The White Owl Sports Spot" for the General Cigar Co.

"Herb Shriner Time" for Cluett, Peabody & Co.

"We, the People" for the Gulf Oil Corporation.

"Playhouse of Stars" for the Jos. Schlitz Brewing Company.

"Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.

"Roy Rogers" for the General Foods Corporation.

DAYTIME TELEVISION

"Kate Smith Show" for the Singer Sewing Machine Company.

"Kate Smith Show" for the Simmons Company.

"Garry Moore" for the General Electric Company.

"Bert Parks Show" for the General Foods Corporation.

"Bill Goodwin Show" for the General Electric Company.

"Kate Smith Show" for Hunt Foods Inc.

"Kate Smith Show" for Cannon Mills, Inc.

"Kate Smith Show" for Johnson & Johnson.

RADIO SHOWS

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.

"Halls of Ivy" for the Jos. Schlitz Brewing Company.

"Counterspy" for the Gulf Oil Corporation.

"Mr. District Attorney" for the Bristol-Myers Company.

"Hopalong Cassidy" for the General Foods Corporation.

"Gangbusters" for the General Foods Corporation.

Allan Jackson & the News for the Metropolitan Life Insurance Company.

DAYTIME RADIO

"Give & Take" for Cannon Mills, Inc.

Don McNeill's "Breakfast Club" for the General Foods Corporation.

"Second Mrs. Burton" for the General Foods Corporation.

"Brighter Day" for the Procter & Gamble Corporation.

"Lorenzo Jones" for the Procter & Gamble Corporation.

"Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

YOUNG & RUBICAM, INC. *ADVERTISING*

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

BUSINESS

Agency and Sponsor Network Billings

•

News Services

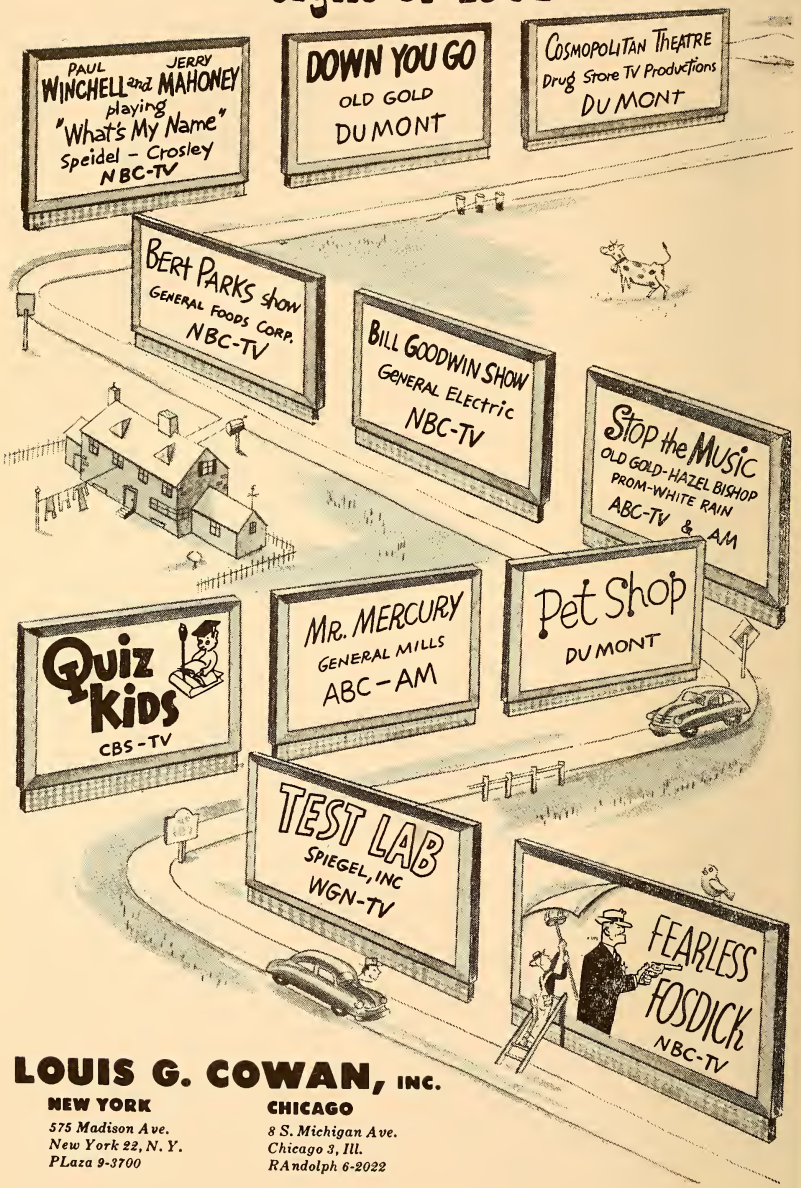
•

Advertising Agencies

•

Radio-TV Station Representatives

Signs Of 1952



LOUIS G. COWAN, INC.

NEW YORK
575 Madison Ave.
New York 22, N. Y.
PLaza 9-3700

CHICAGO
8 S. Michigan Ave.
Chicago 3, Ill.
RAndolph 6-2022

NETWORK BILLINGS

AGENCY AND SPONSORS

American Broadcasting Co. 1951 Agency Gross Billings (AM Radio)

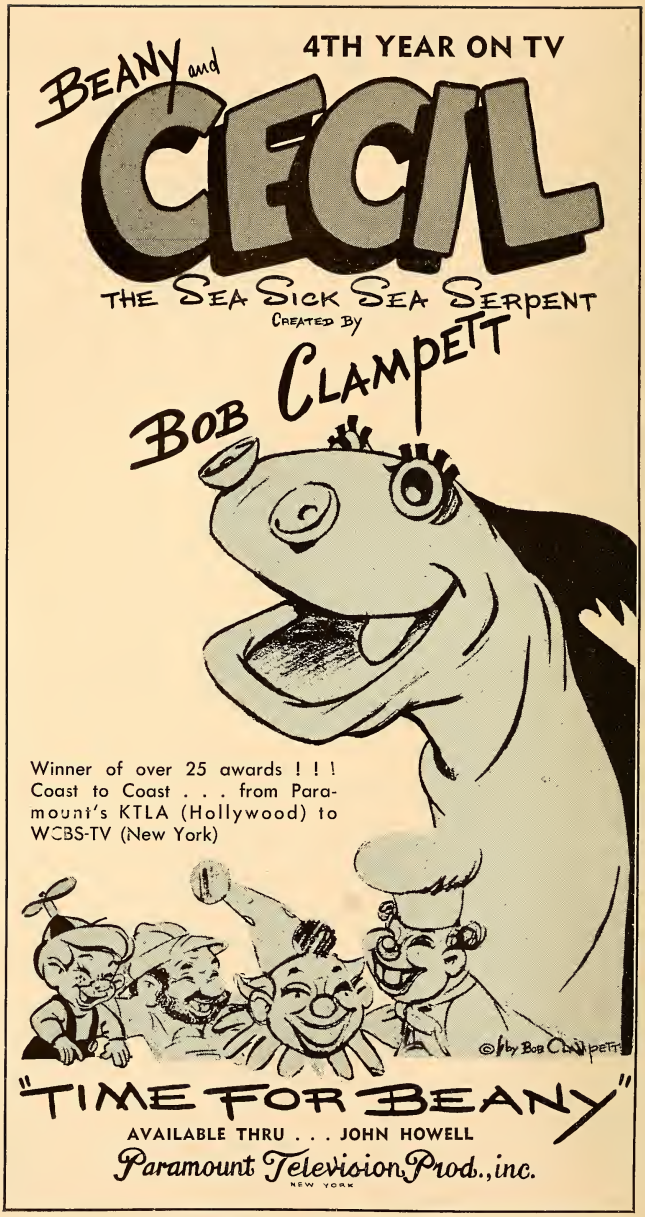
Dancer-Fitzgerald-Sample, Inc.	$5,930,627
Cecil & Presbrey, Inc.	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon, Inc.	1,713,293
Lannen & Mitchell, Inc.	1,495,217
Hutchins Advertising Co., Inc.	1,469,649
Kudner Agency, Inc.	1,310,036
Roy S. Durstine, Inc.	1,271,024
Knox Reeves Advertising, Inc.	1,008,044
Leo Burnett Co., Inc.	986,291
Warwick & Legler, Inc.	923,771
Young & Rubicam, Inc.	884,199
Kenyon & Eckhardt, Inc.	881,616
R. H. Alber Co.	789,544
William Esty Co., Inc.	683,107
Tatham Laird, Inc.	668,390
Kaster, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Associates	599,941
Walter F. Bennett Co., Inc.	524,238
William H. Weintraub Co., Inc.	485,101
Grant Advertising, Inc.	480,670
Calkins, Holden, Carlock, McClinton & Smith	410,269
N. W. Ayer & Son, Inc.	386,202
Compton Advertising, Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Advertising Agency	377,568
Grey Advertising Agency	371,767
Pedlar & Ryan, Inc.	347,043
McManus, John & Adams, Inc.	331,882
Western Advertising Agency	238,761
Federal Advertising Agency	237,036
Mathieson Associates	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,889
Henri, Hurst & McDonald	141,738
McCann, Erickson, Inc.	129,273
J. M. Camp	121,988
Gardner Advertising Co.	118,471
Walton Butterfield Advertising	111,941
Getham Advertising Co., Inc.	99,770
Milton Weintraub Advertising Agency	92,161
Raymond Spector Co., Inc.	91,323
Benton & Bowles	88,351
Magge-Privet, Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles, Inc.	53,295
Albert J. Silberstein—Bert Goldsmith	48,333
Joseph Caster & Associates	42,164
Campaigns, Inc.	36,837
Foote, Cone & Belding	31,980
Buchanon & Co., Inc.	27,857
Brooks Advertising Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Advertising	17,416
Charles W. Hoyt Co., Inc.	13,043
Batten, Barton, Durstine & Osborne, Inc.	12,966
Honig Cooper Co.	11,928
Alvin Wilder Advertising Co.	7,332
Schwimmer & Scott, Inc.	5,105
Quality Bakers of America Cooperative	3,460
Dorland, Inc.	2,618
Walter McCreery, Inc.	1,554
Erwin Wasey Co. of Canada	1,375
	$33,242,182

American Broadcasting Co. TV Gross Network Sales 1951 Classifications

Food & Food Products	$4,316,396
Automobiles, Trucks & Accessories	2,431,113
Radio, Ref., Electrical Appliances	2,155,490
Beverages	1,792,856
Drugs and Toilet Goods	1,203,158
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	931,302
Cigars, Cigarettes & Tobacco	827,787
Religion	754,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,184
Lubricants, Petroleum Products and Fuel	194,133
Publications	76,405
Politicals	30,545
	$18,297,589

American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

General Mills, Inc.	$1,460,037
Kellogg Company	1,032,972
Lorillard Corp	799,155
Nash Kelvinator	751,141
The Goodyear Tire and Rubber Co., Inc.	751,095
Ralston Purina	689,568
Bendix Home Appliances	647,006
Canada Dry Ginger Ale, Inc.	626,565
Schlitz Brewing Co.	510,701
Gruen Watch Co.	496,408
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp	405,730
Cluett Peabody	387,618
Procter and Gamble	351,777
Peters Shoes	335,977
B. T. Babbit Co	329,913
M. & M. Ltd.	315,090
McKesson, Robbins	314,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Div. of Chrysler Motors	290,055
Young Peoples Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreisler	233,265
Seeman Bros.	231,159
C. A. Swanson	228,694
Warner Hudnut	212,472
Best Foods	197,311
Anthracite Institute	195,868
Arnold Bakers, Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Schenley, Inc.	153,653


4TH YEAR ON TV
BEANY and CECIL
THE SEA SICK SEA SERPENT
CREATED BY
BOB CLAMPETT
Winner of over 25 awards ! ! ! Coast to Coast . . . from Paramount's KTLA (Hollywood) to WCBS-TV (New York)
©'56 by BOB CLAMPETT
"TIME FOR BEANY"
AVAILABLE THRU . . . JOHN HOWELL
Paramount Television Prod., inc.
NEW YORK

Maiden Form Brassiere, Inc.	147,363
Sterling Drug Co.	138,930
Seiberling Rubber Co.	136,098
Brown Shoe Co.	123,330
Rhodes Pharmacy	123,071
Ranger, Joe, Inc.	118,570
Celanese Corp.	115,100
Ronson Art Metal Works, Inc.	113,023
Blatz Brewing Co.	111,110
Masland & Sons	111,350
Mason Au Mugenheimer	107,351
U. S. Air Force	105,627
Hollywood Candy Co.	91,882
American Safety Razor	91,605
Toni Co.	87,925
American Dairy Assn.	86,967
Bauer & Black	85,279
Billy Graham	83,025
Gospel Broadcasting Associates	79,095
Wander Co.	78,875
Bonacide	72,675
Hazel Bishop	71,910
America For Christ	65,357
Times, Inc.	62,138
General Shoe	59,177
Northam Warren	55,139
Word of Life Fellowship	48,720
Rosefield Packing Co.	48,000
Minute Maid	47,087
American Bakeries	46,891
Kaiser-Frazer, Inc.	45,850
Bristol Meyers	45,695
Block Drug Co.	42,625
Sam Smith Shoe Co.	42,617
Cliq Club	40,370
Fred Amen	40,050
Carter Products	39,450
Crosley Division	37,571
Sandial Shoe	37,383
Chlorex Co.	36,596
American Vitamin Co.	36,550
Jene Sales Corp.	36,270
Edgewood Shoe Co.	29,690
American Tobacco Co.	28,332
Swanson	28,000
Dupont	19,210
Beatrice Foods	18,740
Lutheran Laymens League	18,615
Frigidaire	16,700
Campana Sales	16,350
Cresta Blanca	10,500
Pontiac Motor Division	8,101
United Fruit	4,762
Florsheim Shoes	4,350
	$18,297,589

American Broadcasting Co. AM Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	$3,132,359	$3,154,221
February	2,691,998	3,147,208
March	2,868,970	3,454,338
April	2,969,861	3,115,897
May	2,961,018	3,242 000
June	2,586,204	2,880,220
July	2,256,155	2,255 617
August	2,184,067	2,249,885
September	2,156,902	2,116 631
October	3,130,277	3,009,205
November	3,133,749	2,973 103
*December	3,167,619	2,926,270
TOTAL	$33,242,182	$35,124 625

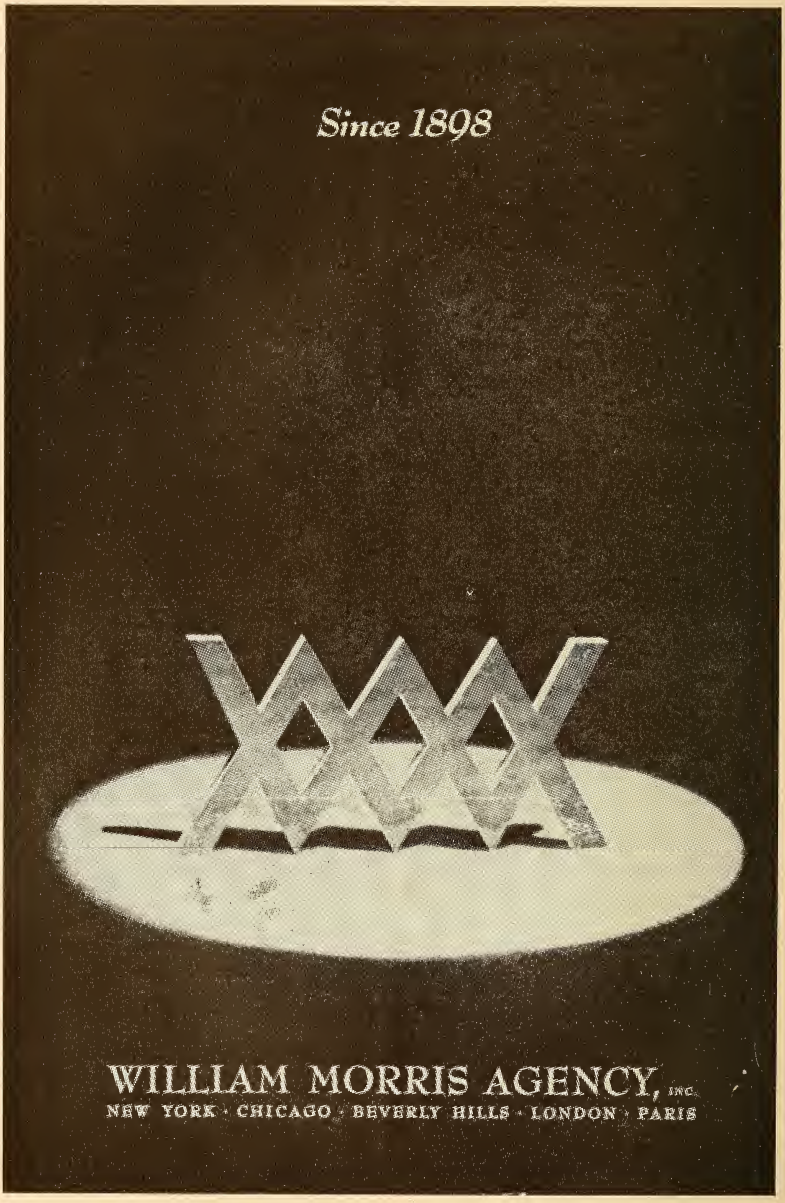
* Estimated.

American Broadcasting Co. 1951 Industrial Classifications

Food and Food Products	$9,565,175
Cigars, Cigarettes and Tobacco	4,409,670
Drugs and Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Elec. Appliances	1,610,149
Automobiles Trucks and Acc.	1,370,132
Insurance and Personal Loans	1,334,010
Confections	1,307 015
Laundry Soap and Cleaners	1,228,515
Household Furnishings and Acc.	874,051
Beverages	840,117
Clothing and Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products and Fuel	239,161
Publications	222,105
Jewelry and Accessories	121 861
Miscellaneous	94,065
Transportation and Travel	41,782
	$33,242,182

American Broadcasting Co. 1951 Sponsor Expenditures (AM Radio Network)

General Mills	$4,612,376
Sterling Drug Co.	2,707,239
Swift Company	2 386,810
Philip Morris & Co., Inc.	2,231,345
P. Lorillard Company	1,495,217
Philco Corporation	1,469,619
Serutan, Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Meyer Co.	607,409
Jergens Co.	599 941
General Motors, Inc.	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,015
Seeman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chicle Co.	338 027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy, Inc.	238,761
Texas Company	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peter Shoes	141 738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466
Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwich Pharmacal Co.	82,405


Since 1898
WILLIAM MORRIS AGENCY, INC.
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Sylvania	82,283
Ben Hur Products Inc	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van	42,164
Club Aluminum Prodncts Co	41,921
Simon & Schuster, Inc	41,360
Shadow Wave	38,646
American Medical Association	36,837
Pontiac Division	31,000
Dulaney Co.	31 980
National Optic	29,361
M J B Co	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co	24,620
First Methodist Church	22,740
Vitamin Corporation of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp	17,416
Westinghouse	14 231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Association	8,054
Fisher Body Division of G. M.	7,842
Sealy Mattress Co	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Company of America	5,105
Lucky Lager Brewing Co	4,576
Quality Bakers	3,460
Airways, Inc.	2,618
Acousticon	1,554
McColl Frontenac Oil Co	1,375
Arden Farms	700
California Teachers Association	340
F. Scully	320
	$33,212,182

American Broadcasting Co. TV Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	$1,285,665	$225 865
February	1,258,484	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388 266
July	1,340,385	213,522
August	1,448,376	249,846
September	1,614,907	476 996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
*December	1,910,000	1,216 131
TOTAL	$18,297,589	$6,470,916

* Estimated.

American Broadcasting Co. '51 TV Gross Network Time Sales Agencies

Young & Rubicam, Inc	$2,050 932
Dancer-Fitzgerald-Sample, Inc.	1,949,126
Kenyon & Eckhardt, Inc	1,245,141
Tatham, Laird, Inc	1,116,649
William H. Weintraub Co., Inc.	863,528
Lennen & Mitchell	799,155
Geyer, Newell & Ganger, Inc	751,141
Ruthrauff and Ryan	713,181
Gardner Advertising Co	689,568
J. M. Mathes, Inc	681,701
Brooke, Smith, French, & Dorance, Inc.	561,680
Leo Burnett Co., Inc	186,278
Erwin Wasey & Co	177,659
Stockton, West & Burkhardt, Inc.	140,000
Hutchins Advertising Co., Inc	110,782
Henri, Hurst & McDonald, Inc	376,027
William Esty Co., Inc	315,090
J. D. Tarcher Co	311,380
Weiss & Geller Inc	310,572
J. M. Camp Co	289,398
Hirshon Garfield, Inc	233,265
Benton and Bowles, Inc	227,361
Earle Ludgen & Co	197,311
J. Walter Thompson Co	195,868
Grant Advertising, Inc	181,502
Turner & Dyson, Inc	172,709
Western Advertising Agency	170,102
Biow Agency, Inc	153,653
Meldrum & Fewsmith, Inc	136,098
Walter F. Bennett Co	131,715
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen, Inc	118,570
Ellington & Co., Inc	115,100
Grey Advertising Agency	113,023
Anderson & Cairns, Inc	111,350
Campbell Mithum, Inc	86,967
Ted Bates & Co. Inc	86,537
R. H. Alber Co	79,095
Gilbralter Advertising Agency	72,675
Raymond Spector Co., Inc	71,940
McCann, Erickson, Inc	56,407
Guild Bascom & Bonfigli	48,000
BBD & O	47,542
Tucker Wayne & Co	46,891
Cecil & Presbrey, Inc	42,625
Frank Weston Advertising	40,370
Haag & Prevandie, Inc	37,383
Honig & Cooper	36,596
Schwimmer & Scott, Inc	36,550
Sherwin, Robert, Rodgers	36,270
Anderson, Davis & Platte, Inc	29,690
Politicals	25,783
Gotham Advertising Co., Inc	18 615
Kaster, Farrell, Chelsey & Clifford, Inc.	16,350
J. J. Weiner Advertising	10,500
McManus, John, & Adams, Inc.	8,101
Maxon, Inc.	4,762
Gordon Best Co	4,350
	$18,297,589

Mutual Broadcasting System 1951 Agency Gross Billings*

J. Walter Thompson	$ 1,899,926
Wm. H. Weintraub & Co., Inc.	1,430,744
Lennen & Mitchell, Inc.	1,245,115
Furman, Feiner Co., Inc.	1,208,675
Sherman-Marquette, Inc.	1,056,596
Leo Burnett Co., Inc.	895,651
Needham, Louis & Brorby, Inc.	800,635
BBD & O	737,744
Harry B. Cohen Adv. Co.	704,077
Geoffrey Wade Advertising	677,834
Grant Advertising, Inc.	549,390
Kenyon & Eckhardt, Inc.	512,249
Aubrey, Moore & Wallace, Inc.	463,497
Dancer-Fitzgerald-Sample, Inc.	462,236
Olian Advertising Co.	430,120
Gotham Advertising Co., Inc.	381,355
Grey Advertising Agency	376,138
McCann-Erickson, Inc.	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Advertising Agency	307,156

Best Wishes

DEAN & JERRY

Maxon, Inc.	296,193
Glenn-Jordan-Stoetzel, Inc.	256,672
Sullivan, Stauffer, Colwell & Bayles	238,284
J. D. Tarcher Co.	232,534
Wm. Gleeson & Co.	230,933
O'Neil, Larson & McMahon	183,618
Al Paul Lefton Co., Inc.	163,172
Benton & Bowles, Inc.	137,825
Erwin, Wascy & Co.	127,157
Wm. Esty & Co., Inc.	115,700
Blaine-Thompson Co., Inc.	77,165
St. Georges & Keyes, Inc.	69,563
Mathisson & Associates	68,156
Atherton Advertising Agency	63,316
Foote, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes	40,189
Tracy-Locke Co., Inc.	39,780
Huber Hoge & Sons	35,887
Sidney Garfield & Associates	29,414
Duane Jones, Inc.	28,304
Ruthrauff & Ryan, Inc.	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Advertising Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt	9,835
Dorland, Inc.	8,536
Henri, Hurst & McDonald, Inc.	8,196
Grady & Wagner Co., Inc.	8,176
Lambert & Feasley	7,583
Walter McCreery	5,723
Campaigns, Inc.	5,608
Weston-Barnett, Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Advertising	2,202
TOTAL	$17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Gross Billings*

	Monthly	Cumulative
January	$ 1,542,887	$ 1,542,887
February	1,426,705	2,969,592
March	1,648,006	4,617,598
April	1,539,801	6,157,399
May	1,510,818	7,668,217
June	1,191,691	8,859,908
July	1,347,841	10,207,749
August	1,329,375	11,537,124
September	1,324,061	12,861,185
October	1,759,468	14,620,653
November	1,583,291	16,203,944
December	1,671,814	17,875,758

Note: December billings estimated.

Mutual Broadcasting System 1951 Sponsor Expenditures*

Kellogg Co.	$ 1,407,900
Johns-Manville Corp.	1,275,723
B. T. Babbitt, Inc.	1,245,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs, Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	562,342
Derby Foods, Inc.	545,217
Pearson Pharmacal Co.	464,444
Williamson Candy Co.	463,497
Sterling Drug, Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	376,138
Beltone Hearing Aid Co.	372,560
National Biscuit Co.	358,945
Radio Bible Class	352,577
U. S. Tobacco Co.	307,127
Voice of Prophecy, Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs., Inc.	267,937
Christian Reformed Church	256,672
State Farm Mutual Auto Ins. Co.	217,016
Persona Blade Co., Inc.	232,534
Dawn Bible Students Ass'n	230,933
Noxzema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co., Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmacal Co.	139,672
Admiral Corp.	127,157
Wildroot Co., Inc.	118,835
R. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph Products, Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,170
Toni Co.	50,000
Orange-Crush Co.	48,883
Amurol Products Co., Inc.	43,946
Capehart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Associates	35,887
Harrison Products, Inc.	29,444
American Chicle Co.	25,268
Motorola, Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health & Accident Ass'n	14,325
Shrine East-West Football Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,835
A. O. Smith Corp.	8,196
S. C. Johnson & Son, Inc.	8,102
Waflex, Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Ass'n	5,608
Curtis Circulation Co.	4,097
American Bird Products, Inc.	3,922
Kiplinger Washington Agency, Inc.	2,306
TOTAL	$17,875,758

Note: December billings estimated.

Mutual Broadcasting System '51 Industrial Classifications*

Food and Food Products	$ 4,115,127
Drugs and Toilet Goods	3,257,343
Cigars, Cigarettes and Tobacco	2,240,719
Laundry and Houshold Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor and Politics	1,208,675
Confectionery and Soft Drinks	614,813
Medical Appliances & Equipment	439,182
Smoking Accessories	376,138
Beer, Wine and Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing and Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583
TOTAL	$17,875,758

Note: December billings estimated.

MARJORIE MORROW
casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW

Co-ordinated Casting Consultants

CHickering 4-0644
New York 18, N. Y.

Paramount Bldg.
1501 Broadway

NEWS SERVICES

☆

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Assistant Secretary.....Charles Honce
Radio News Editor.....John A. Aspinwall

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager .....Seymour Berkson
Editor-In-Chief .....Barry Faris
General Sales Manager.....Frank J. Nicht
Business Manager .....William B. Goode

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President .....Kent Cooper
V.P. .....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager .....D. Kimpton Rogers
News Editor .....A. W. V. King
Accountant .....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine

Transradio Press Service, Inc.

New York—14 West 45th Street.....MUrray Hill 2-4053

Executives

Chairman of the Board.....Herbert Moore
President .....Robert E. Lee Moore
General News Manager.....Dixon Stewart

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President .....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio & TV News Manager.....Phil Newsom
General Sales Manager.....Leroy Keller

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FOR SHOW RECEPTION

KUDNER AGENCY, INC.
for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON

ADVERTISING AGENCIES

Radio & Television

Personnel

•

Addresses

•

Phone Numbers

•

Membership

•

Network Accounts

•

Local Accounts

BBDO ★ RADIO ★ TELEVISION

National Network Programs

RADIO

AMERICAN SAFETY RAZOR CORP.
Blue Star and Treet Razor Blades
"The Red Skelton Show"

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"The Jack Benny Program"
"Your Hit Parade"

ARMSTRONG CORK COMPANY
Quaker Rugs
"Theatre of Today"

CREAM OF WHEAT CORPORATION
Cream of Wheat
"Let's Pretend"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Cavalcade of America"

EMERSON DRUG COMPANY
Bromo-Seltzer
"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY
Canned Meat Products
"Music With the Girls"

REXALL DRUG COMPANY
Drug Products
"Amos 'n' Andy"

U. S. STEEL CORPORATION
"Theatre Guild on the Air"

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and Wildroot Liquid Cream Shampoo
"The F. B. I. in Peace and War"
"The Shadow"

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"
"Meet the Champ"

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
"Armstrong's Circle Theatre"

CURTIS PUBLISHING COMPANY
The Saturday Evening Post
"Keep Posted"

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"The Groucho Marx Show—
You Bet Your Life"

GENERAL ELECTRIC COMPANY
"The Fred Waring Show"

THE B. F. GOODRICH COMPANY
Silvertown Tires
"B. F. Goodrich Celebrity Time"

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
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ADVERTISING AGENCIES

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AAAA—American Association of Advertising Agencies
ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
ANPA—American Newspaper Publishers' Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.
Phone: REctor 2-0795

Owner.....A. D. Adams

Radio Accounts: Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.

TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.
Phone: MU 4-3320
ANPA—APA

President .....Bliss Woodward

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580
CNPA

Owner & President.....Ad Fried
Radio & TV Timebuyer..Barbetta G. Taylor
Program Manager.....Elaine Trigger
Music Director.....Elaine Trigger
Production Mgr.....Don Armstrong
Radio & TV Library.....Babs Taylor
Radio & TV Director.....Ad Fried

Radio Accounts: American Upholstering Co. (Furniture), Oakland. Calif.; Bigelow Films (Motion Picture Films), Berkeley, Cal.; Cochran & Celli Chevrolet Dealers, Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro. Calif.; Dean Bros. (Heavy Duty Construction Equip.), Oakland; Crescent Jewelers (Jewelry), Hayward, Oakland, etc.; Betty Elizabeth Shampoo, Oakland; Davi Miracle Foam (rug & upholstery cleaner), Oakland; Henry G. De-Lugach (Real Estate), Concord, Calif.; Morwear Paint Co. (Paints), Oakland; Holly Meat Co. (Holly Brand Products), Oakland; Oakland Frame & Axle Co., Oakland, Calif.; Rocsil's Shoe Co. (Vitality Shoes), Oakland; Roeber's (Plumbing Fixtures), Hayward-Oakland; Fidelity Roof Co. (Roofing Materials), Berkeley, Cal.; Rhodes-Jamieson, Ltd. (Building Materials), Oakland; Troiel Companies (Bly-Hole Covers), Berkeley; Loomis Industries (Paraliner), Piedmont; G. D. Fuller Foods (Rest. Supplies), Oakland; Charlotte's Bakeries (Pastry Shops), San Francisco; The Quiet Hour (Religious Pgms.), Oakland; Minit-Man Auto Laundries, Oakland; Foster & Louis (Insurance), Oakland; Lou Winston Co., Oakland, Calif.; Lo-Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound, Walnut Creek, Calif.; Oakland Light Opera Assn., (Musicales & Operettas), Oakland, Calif.; Woodminster Amphitheater, Oakland; Fox West Coast Theaters (Radio for Oakland Only); Oakland Police & Firemen, City Hall, Oakland; San Francisco Police & Firemen, City Hall, San Francisco; Servants Furniture Warehouse, Oakland. California; Bell Smoked Fish Co., Fisherman's Wharf, San Francisco.

TV Accounts: Bell Smoked Fish Company (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Oakland, California; Quality Laundries (Laundry Service for Cleaning Firms), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, California; Roto-Rooter of Bay Area (Sewage Cleaners), Oakland, Calif.; Oakland Police & Firemen (Campaign for Pensions), Oakland, Calif.; San Francisco Police & Firemen (Campaign for Wage Adjustment), San Francisco, Calif.; F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; Lake Merritt Hotel (Dining & Dancing), Oakland, Calif.; The Quiet Hour (Religious), Oakland, Calif.; G & W Refrigeration Co. (Ice Makers), Oakland, Calif.; Lo-Fare Cab Co. (Taxi Service), Oakland, Calif.; Woodminster Amphitheater (Musicales, Operettas, etc.), Joaquin Miller Park.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210

Pres.-Treas.....William Hart Adler
V.-P., Secy., Art Dir.....Warren Shuster

America runs on

BULOVA

TIME

Again in 1951, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot radio and, increasingly, upon spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you — our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE NEW YORK

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Production Manager.....Al Stone
Media & Research Dir.....George Bromberg
Asst. to Pres.....Kenneth C. Ring
Acct. Execs.....W. H. Adler, Warren Shuster, Kenneth Ring, Georg Bromberg

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514 Tenth St., N.W., Washington 4, D. C.
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President.....John E. Waterfield
Secretary.....E. H. Bell
Copy Chief.....J. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer .....Bernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); Horowitz-Margareten (Food Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Dugan Bros. (Dugan's Breads); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); Seeck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.; Kraft Foods, Inc. (Phila. Brand Cream Cheese, Kraft Salad Oil); Sheffield Farms Co. (Dairy Products).

ADVERTISING, INC.

1523-31 Central National Bank Bldg.,
Richmond 19, Va.
Phones: 3-2800
ABP—ANPA

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary, Radio Dir.....A. G. Timewell
Production Manager.....F. T. Cook

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke

Branch Office
416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson

Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributor), Virginia Hospital Service Assn. (Blue Cross), Lawyers Title Ins. Corp.

TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Ajax Tidewater Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: CEntral 6-5255
ABP—ANPA—APA—NOAB

Exec. V.P. & Secy.....Alfred C. Houser
Publicity Director.....Walter J. Fay
Space & Time Buyer.....F. J. Kurtzweil

Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—BMB

Senior Partner.....H. H. Kynett
Partners.....A. K. Aitkin, M. E. Goldman, H. A. Medholdt
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Media Analysis.....B. Hallowell
Media Rate Dept.....E. M. Gretz
Acct. Execs.....George B. Barnard, Harold B. Montgomery, Allen C. Smith, C. W. Eigenbrot, M. H. Sloman

Radio Accounts: Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens; Pennsylvania Refining Co.; Stephano Brothers; Van Wagenen & Schickhaus Co.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOllywood 9-8273
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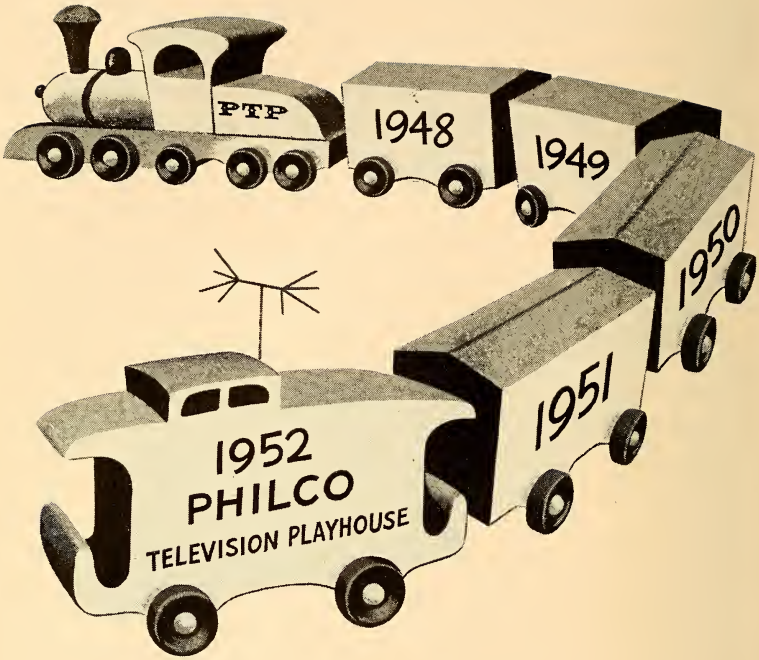

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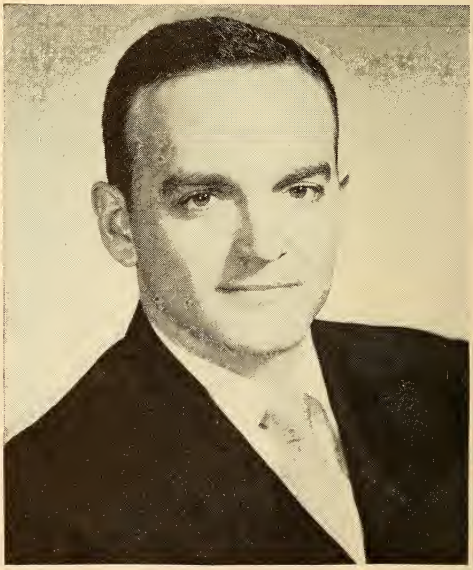

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Radio and TV Accounts: Emerson Drug Co., Peter Hand Brewery Co., Circus Foods, Inc., M. J. B. Co., Tea Garden Products, Co., Penick & Ford, Ltd., Inc., Nehi Corp., Wynn Oil Co., Minneapolis Brewing Co., F. & M. Schaefer Brewing Co., Consolidated Edison Co., Black Horse Ale, Inc., Polaroid Corp., Carr-Consolidated Biscuit Co., Vick Chemical Co., Foley Mfg. Co., Easy Washing Machine Corp., Northrup King Co., George A. Hormel Co., Rexall Drug Co., Barcalo Mfg. Co., Curtis Circulation Co. (N. Y.), Blum's Candies, DeSoto Division (Chrysler Corp.), B. F. Goodrich Co., Wildroot Co., Inc., Murine Co., Inc., Westclox (div. of General Time Corp.), Gallo Winery, E. & J., Pacific Telephone & Telegraph Co., Minnesota Mining & Mfg. Co., American Tobacco Co., Clark Co., D. L., Marine Midland Trust Co., Ethyl Corp., General Baking Co., Jelke Good Luck Products (Div. of Lever Bros.), E. I. DuPont de Nemours & Co., Hamilton Watch Co., United Fruit Co., Fort Pitt Brewing Co., Cream of Wheat Corp., Farmers & Mechanics Savings Bank (Minn.), Minneapolis Brewing Co., Scott-Atwater Mfg. Co., Inc., Northwestern Bell Telephone Co., Bausch & Lomb Optical Co., Tennessee Coal, Iron & RR Co., Armstrong Cork Co., General Electric Co., United States Steel Corp.

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1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-7870
ANPA

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Production Manager.....H. J. Gribbin
Copy Chief.....Frederick Goldman
Radio & TV Director.....David Kaigler
Space Buyer.....Sylvia P. Etkin

Radio Accounts: Adelphia Hotel, Broad St. Trust Co., Cayuga Federal Savings & Loan Assoc., J. Frank & Sons (Carbonated Beverages), Land Title Bank & Trust Co., Phila., C. F. Simonin's Sons, Inc. (Popcorn Oil seasoning), Phila., Pa.; Woodlawn Farm Dairy Co., Scranton, Wilkes-Barre, Pa.

TV Accounts: Land Title Bank & Trust Co., Phila., Pa.; Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: FRanklin 4248

Owner .....Harold Bean

Radio-TV Accounts: L. S. Ayres & Co., Wayside Floral Gardens, Jessica's Salads, Emrich Furniture Co.

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Phone: 5-4311
ABP—ANPA

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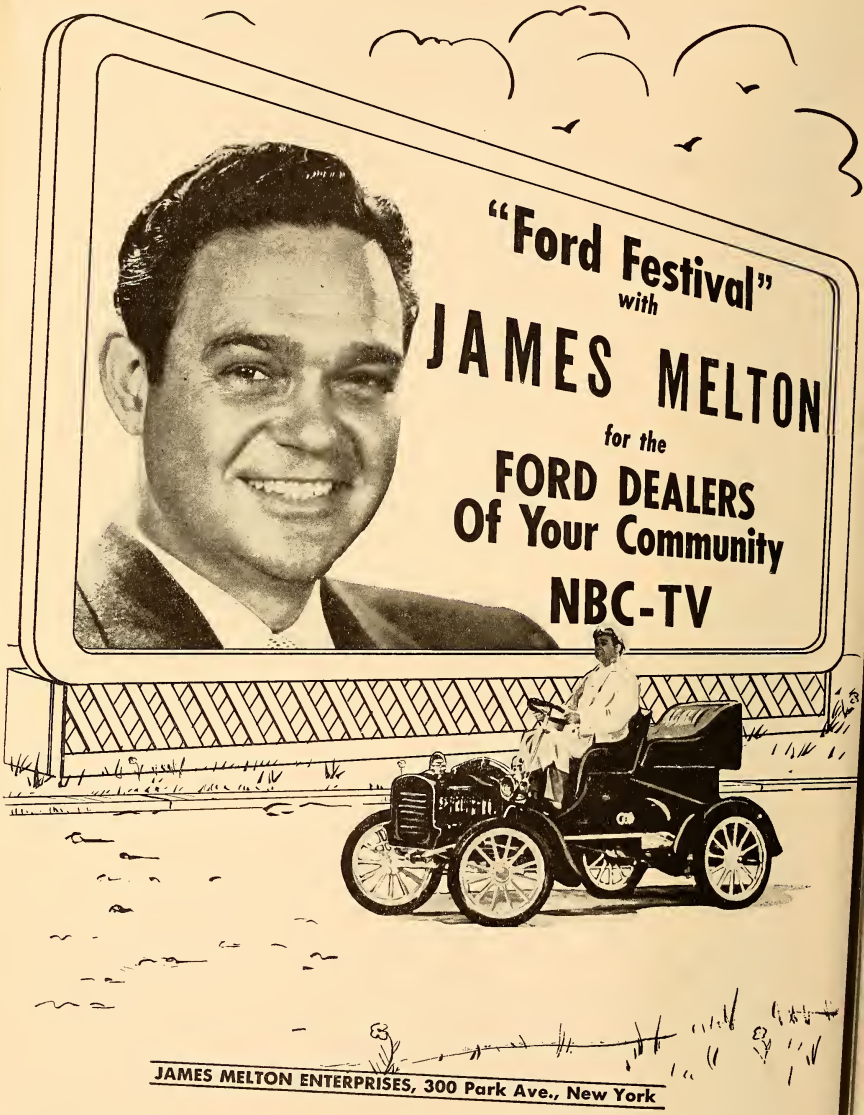
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"THE STANDARD HOUR"

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Leading soprano
SAN FRANCISCO OPERA COMPANY

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Musical Director

JAMES MELTON SHOW

NBC-TV

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DON PRINDLE

Head Writer
JAMES MELTON SHOW
NBC-TV

Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Marion W. Nagle
Media & Research Dir.....K. W. Erdman
Radio & TV.....Dorathea Hassler

Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.

TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility): The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

HERBERT S. BENJAMIN ASSOCIATES, INC.

234 Main, Baton Rouge 1, La.
Phone: 3-2847
ABP—AFA

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Copy Chief.....Kathleen Q. Massey
Art Director.....Thomas B. Rhodes
Radio Director.....R. K. Goldberger

Radio Accounts: Capital Building & Loan Association (Loans), Baton Rouge, La.; Fidelity National Bank (Banking), Baton Rouge, La.; Kornmeyer Furniture Company (Furniture), Baton Rouge, La.; Longwood Plantation (Syrup), Baton Rouge, La.; Levenson's (Decorators), Baton Rouge, La.; United Credit Company (Loans), Baton Rouge, La.

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511 Fifth Ave., New York 17, N. Y.
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Production Manager.....Edward D. Kahn
Art Director.....Joseph Tranchina

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston 16
Phone: Kenmore 6-3820
ANPA

Branch Offices

30 E. 60th Street, New York 22, N. Y.
Phone: PLaza 3-8923

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Phone: MUrray Hill 8-1100
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Radio Pgm. Prod.....Murray Bolen
Hollywood Office Mgr....Mary Edith Stahl
West Coast Pub. Mgr.....Jean Meredith

Enquirer Bldg., Cincinnati, Ohio
Office Manager.....Georgia Waite

91 Yonge St., Toronto, Canada
William H. Fleischman

Radio Accounts: Association of American Railroads, Arnold Bakers, Inc., General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Raisin Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell), Bituminous Coal Institute, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), The Best Foods Company (Hellmann's Mayonnaise, Nucoa, H-O Oats, Presto, Farina, Old Homestead French Dressing), The AVCO Manufacturing Corp. —Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), The Pepperell Manufacturing Co., American Express (Travelers Cheques), Norwich Pharmacal Co. (Pepto-Bismol,

Unguentine, Zemacol, Norwich Aspirin), Brewing Corp. of America (Carling's Red Cap Ale), Cigar Institute of America, National Association of Manufacturers, Benson & Hedges (Parliament Cigarettes, Virginia Rounds Cigarettes).

TV Accounts: General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt), Procter & Gamble (Tide, Prell, Ivory Snow), Audivox, The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina), Norwich Pharmical Company (Pepto-Bismol), Brewing Corporation of America (Carling's Red Cap Ale), Benson & Hedges.

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Secretary .....Florence Berger
Space Buyer.....Jane Ellenbogen
Account Executive.....Sidney Rosendorf
Production Manager.....Joel Beier
Art Director.....Alfred Foute
Radio Director.....Alfred Paul Berger

Radio-TV Accounts: Pilot Radio Corp., Long Island City, N. Y.; Toffenetti Restaurant, N. Y. C.; Orpheum Shops, N. Y. C.

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136 East 38th St., New York 16, N. Y.
Phone: LExington 2-7550
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Directors .....George Castleman, Leslie V. Spencer, Herbert Lorentzen, James Walker, Clarence K. Bagg
Radio Director.....T. P. Wallower
TV Director.....John McNeil

Radio Accounts: Griffin Mfg. Co., Inc. (Shoe Polish); Sabena Belgian Airlines (Travel), Brussels, Belgium; Pilgrim (Laundry Service), Whitbread & Co., Ltd. (Imported Ale & Stout), London, England.

TV Accounts: Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10, N. Y.
Phone: MUrray Hill 5-3730
ABP—PPA—NOAB

Owner.....Theodore H. Bernstein
Treas., Space & Time Buyer
Sylvester J. Bernstein
Art Director.....Morris Brodis
Publicity Director.....Ted Kaufmann

Radio Accounts: Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone: STa. 2-5060
ABC—ABP—ANPA—APA—NOAB—PPA

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Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Frank F. Morr, Burton G. Feldman

Radio Accounts: Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foell Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Anti-K), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; General Finance Co., Chicago; Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

TV Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.; Milner Products Co., Chicago.

THE BIOW CO., INC.

640 Fifth Ave., New York 19, N. Y.
Phone: PLaza 9-1717
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V.P. Chg. Creative Dept..Louis W. Thomas
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Asst. Secretary.....Anna Hauptman
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V.P. & Dir. of Merch.....T. R. Santacroce
Art Director.....L. L. Schultz
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Mgr. of Radio & TV.....Roy Winsor
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Director Outdoor.....Earl N. Hyde
Asst. to Dir. of Outdoor....C. N. Van Auken
Comptroller .....Joseph Allentuck
Account Executive.....Don Anderson, Brooks Elms, Philip B. Hinerfeld, Dan Rodgers, John Rome, M. A. Singer, Law-

rence Milligan, C. P. Hirth, John Mosman, Elizabeth Leeman, Lee White, Don O'Brien, Seymour Margules.

Branch Offices

703 Market St., San Francisco 3, Calif.
GArfield 1-4854

Executive .....Norman Mork

1606 North Argyle Ave., Hollywood 28, Calif.
Phone: HEmpstead 2377

Executive .....Jack Runyon

Radio-TV Accounts: American Home Products, Whitehall Division (Guards, Kolynos, Mercalose, Anacin, Heet); American President Lines; American Trucking Association; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Ansco, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Marlboro Cigarettes, Spud and Dunhill, Bond Street Tobacco); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel); Jacob Ruppert Brewing Co. (Beer); Terre Haute Brewing Co. (CV Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.

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234 West 44th St., New York 18, N. Y.
Phone: LO 4-0800
ANPA—PPA—APA—ABC—NOAB

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Vice-Presidents .....Fred Golden, Phillip Solomon

Copy Chief.....Carter Jones

Exec. Vice-Pres. & Radio Time Buyer.....Albert Lee Lesser

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22 E. 40th St., New York, N. Y.
Phone: LExington 2-1522
ANPA—AAAA—PPA—SNPA—APA—ABP

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Exec. Vice-Pres.....Frank A. Kearney

Vice-Presidents.....Richard C. Bachman, George E. Kelley

V.P. & Personnel Dir.....Fred E. Baxter

Radio & TV Dir.....Vincent Van Buren

Production Manager.....Clark Glenn

Mktg. & Research Dir.....Jack Bradfute

Publicity Director.....George E. Kelly

Merchandising Dir....S. Sumner Sternberg

Account Executives....William R. Dahlman, Frank A. Kearney, Richard C. Bachman, Jack Bradfute, Vincent Van Buren, S. Sumner Sternberg

Branch Offices

1680 N. Vine St., Hollywood 28, Calif.

Managers....Thomas Dealy, Wright Nodine

600 Grant St., Pittsburgh, Pa.

V.P. & Mgr.....Richard C. Bachman

Radio Accounts: Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway (Canada) Ltd., Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburgher, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

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V.P. & Space Buyer.....Frankie Coykendall

Vice-Pres. .....Stanley Parshall

Sec.-Treas.....Merl W. Manly

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Vice-Pres. .....David H. Botsford, Jr.

Vice-Pres. .....William Pearce

Empire State Bldg., New York 1, N. Y.
Phone: BRyant 9-4845

Vice-President .....Elizabeth Eyerly

Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand), Astoria, Ore.; E. H. Bendiksen Co. (East Point Oysters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Western Hotels, Inc. (Hoteletype), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Von's Cafe (Cafe), Seattle, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk) San Francisco, Calif.; Poultry Producers of Central Calif. (Eggs—Nulaid), San Francisco, Calif.; Mayfair Hotel (Hotel), Los Angeles, Calif.; Golden & Barcroft Inc. (Lustrwash Auto Wash), San Francisco, Calif.; Scott Co. (Plumbing Contractors), San Francisco, Calif.; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.

TV Accounts: E. H. Bendiksen Co. (East Point Oysters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Robt. S. Atkins Co. (Retail Clothiers), San Francisco, Calif.; Foster Lunch Systems (Moar's Cafeterias), San Francisco, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Jantzen Knitting Mills (Jantzen Swim Suits & Sun

Clothes), Portland, Ore.; Bell Brook Dairies, Inc. (Dairy Products & "Slim" Milk), San Francisco, Calif.; Idaho Advertising Commission (Idaho Potatoes & Onions), Boise, Idaho; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton. Calif.

BOWMAN & BLOCK, INC.

Rand Building, Buffalo 3, N. Y.
Phone: WA 0137

President .....Albert A. Bowman
Treasurer .....Nathaniel J. Block
Radio-TV Director.....Gertrude M. Rogers

Radio Accounts: General Electric Supply Corp. (GE Major Appliances & TV); The Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances); Iroquois Gas Corp. (Gas Appliances).

TV Accounts: General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhans Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantashere, Inc. (Nylon Hosiery).

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Treasurer.....Ruth A. Speelman
Prod., Radio Traffic.....Marjorie Smith

Branch Office
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0086

Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030

President.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller
Radio & TV Dir.....Henrietta Kieser

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Phone: Central 6-6505

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President.....Nathan E. Jacobs
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Phone: Lincoln 6326

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Chas. A. Gallup

2123 Smith Tower, Seattle 4, Wash.
Phone: Main 0145

V.-P. & Manager.....R. H. Wensberg
Chairman of Bd.....Morris E. Jacobs

31 West 47th Street, New York 19, N. Y.
Phone: JUdson 6-5588

Chairman of Bd.....Morris E. Jacobs
President.....Donald D. Hoover

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Phone: Main 4527

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Sam Kaufman

Fairfield Bldg., Shreveport, La.
Phone: 3-6124

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Walter T. Pfeiffer

703 United Gas Bldg., Houston 2, Texas
Phone: Fairfax 4106

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....Carl Storey

813 Thomas Bldg., Dallas 1, Texas
Phone: Randolph 5428

Chairman of Bd.....Morris E. Jacobs
V.-P. & Manager.....M. O. Rice

702 Kass Bldg., 711 14th St., N.W.,
Washington, D. C.
Phone: Sterling 2406

Manager .....Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg,

Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O., Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American; Master Yogurt, N. Y.; Julian Freirich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.
Phone: DExter 1-5313. 1-4115
ABP—APA—ANPA

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Secretary .....Dorothy Mellen
Space Buyer.....John A. Lorimer

Radio Accounts: Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), R. I. Ice Co. (Torridheet Dealers); I.C.E. Sales Co. (Electrical Appl.); G. H. Walker & Co. (Investments).

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Sec.-Treas.....A. R. Monroe
Production .....June Brantley

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., The Derma Teen Co. (Derma Teen), Sanford, N. C.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone: HOward 134
ABP—ANPA—APA

President.....R. C. Breth
Vice-President .....Victor G. Geisel

Radio Accounts: Brillion Iron Works, Inc.; Woodlot Seed Co., Norway, Mich.; Tulpi Tissues (Lipstick Tissues), Green Bay, Wis.; Unit Structures, Peshtigo, Mich.

J. F. BRINLEY ADVERTISING AGENCY SERVICE

4602 Cedar Street, Bellaire 1, Texas
Phones: MAdison 8686 & MOhawk 4400
ABP—SNPA—APA

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley
Sec., Treas.....V. H. Brinley
Assoc. Radio Dir.....Julian A. Kirk
Associate Art Dir.....M. Getz
Assoc. Art Dir.....D. Ackley

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.
Phone: PRospect 6-2600
AAAA—ABC—ABP—ANPA

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Exec. Vice-President.....Walter Purdon
Vice-President .....Robert Brisacher
Vice-Pres. & Art Dir.....Ettore Firenze
Secy.-Treasurer.....Mrs. Emil Brisacher
Copy Chief.....Lester Friedman
Space Buyer.....Eva Ross
Raido & TV Time Buyer .....Garrett E. Hollihan
Prod.-Traffic Mgr.....Jules P. Daniel
Radio & TV Producer.....John H. Butler
Dir. Research.....Richard I. Clark
Public Relations Dir.....Robert Hoffman
Dir. Food Econ.....Louis Driggs
Controller .....Bryant Miley
Media Dir. (N. Y.).....Darrell McCain

Branch Offices

1680 N. Vine, Hollywood 28, Calif.
Phone: GRanite 3051

V.P. & Mgr.....A. McKie Donnan

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainer Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazer Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Am-

monia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 9-1339
Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Alva Edwards
Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VAlley 2-9700
AAAA—ABP—NOAB—ANPA—APA—PPA
OAAA
Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Exec. Vice-President.....Walter C. Ayers
Vice-Presidents.....Clark C. Wilmot, J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr., H. Kenneth Jones, L. C. Barlow, Allison C. Monroe
Director of Radio—TV.....Hugh Hole
Asst. Directors..Jay Berry, James L. Reason
New York Division
52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1800
Chairman of Board.....Sturges Dorrance
Exec. Vice-President.....Thayer Ridgway
Vice-President.....H. E. Pengel
Vice-President.....Wm. A. Adriance, Jr.
Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.
TV Accounts: Riggio Tobacco Corp. (Regent and Cort Cigarettes), Mullins Mfg. Corp. The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co., Hygrade Food Products Corp.; Sparks Withington (Sparton Radio-TV Div.), Jackson, Mich.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 0558
ANPA—ABP—APA
Radio.....A. R. Brooks
Production Manager.....Jean Shay
Art Director.....James Gaynor
Secretary .....Barbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
APA—AAAA—ANPA—ABP
NOAB—PPA—ABC—AFA
President.....D. P. Brother
Executive Vice President.Clarance Hatch, Jr.
Vice Presidents.....Joseph S. Howell, Carl Georgi, Jr.
Secretary-Treasurer.....C. J. Rudesill
Account Supervisors...Clarance Hatch, Jr., Joseph S. Howell
Account Executives.....Guy S. Warren, Jr., Wendell Holmes
Media Director.....Carl Georgi, Jr.
Dir. of Marketing....Vincent H. Bergmann
Research Director.....Reginald L. Dellow
Copy Chief.....Guy S. Warren, Jr.
Art Directors.....L. R. Mange, E. J. Bowens
Publicity Director.....T. H. Moriarty
Radio & TV Director...Kenneth G. Manuel
Radio-TV Accounts: Oldsmobile Division, General Motors Corporation (Automobiles); AC Spark Plug Division, General Motors Corporation (Accessories).

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: CIrcle 7-7660
President .....Franklin Bruck
Secretary and Radio Dir....M. J. Kleinfeld
Vice-President .....Mort Heineman
Radio Time Buyer.....A. Werden
Radio Traffic.....Milton Jurin
TV Production.....David Davidow
Mdse. Director.....Herbert Gold
Branch Office
Taft Bldg., Hollywood & Vine, Los Angeles, Calif.
Phone: HIllside 7237
Manager .....Howard Blake
Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks. SitRoux Tissues.
TV Accounts: Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Food Stores Program Corp., New York; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA
President & Treasurer....Charles Brunelle
Vice-President .....Robinson Smith

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omha 2, Nebr.
Phone: ATlantic 2125
ABP—ANPA—APA—NOAB—PPA

Partner.....C. Coe Buchanan
Partner.....Lyman H. Thomas
Director Radio-TV.....Adam Reinemund

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FInancial 6-4616

Owner.....S. W. Grossman
General Manager.....S. S. Kain
Art Director.....Al Jacobs
Production Manager.....S. E. Miller
Media Manager.....Fred Walder
Account Executives.....S. W. Grossman, J. Margolis, M. A. Harvis, S. Brichta

Radio Accounts: Arvey Corp. (R. V.Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.; Rhein Bros. (Bedding), Chicago, Ill.

TV Accounts: Bell Electric Co. ("No-Shok" Safety Elect'l Prods.), Chicago, Ill.; Blue Crown Spark Plug Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3800
ANPA—APA—PPA

President.....Francis J. Woods
Vice-Presidents.....Phillip D. Simons, Ellis T. Gash
Secretary.....James H. Kristof
Radio Director.....William Coop

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5959
AAAA

President .....Leo Burnett
Exec. Vice-Pres.....Richard N. Heath
Treas.-Media Dir.....E. Ross Gamble
Vice-Pres. in chg. Radio.....W. L. Weddell

Branch Offices

743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-7552

Manager .....Donough Prince

3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131

Manager .....William Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Club Aluminum Products Co. (Club Aluminum, Cooking Utensils), Chicago, Ill.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.
Phone: MAin 3276
ABC—ABP—ANPA—AFA

Partners .....Herbert Byer, Gus K. Bowman, Joel Burghalter
Radio-TV Directors.....Martha Sullivan, John D. Metzger
Account Executives.....Sandy Hallock, Reg Testement, Herbert Wise, R. L. Kennard, Gene Hameroff

Radio Accounts: August Wagner Breweries (Gambrinus Beer), Columbus, O.; August Wagner Breweries (Augustiner Beer), Charleston, W. Va.; Ashland Oil & Refining Co. (Gas and Oil), Ashland, Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), State of Ohio (Annual Fair), City National Bank, Columbus, Ohio.

TV Accounts: The Ohio Fuel Gas Company (Public Utility), August Wagner Breweries (Gambrinus Beer), Buckeye Foods (Potato Chips), Kahn Jewelers (Jewelry), Columbus, O.; Cream Cone Machine Co., Wood-Nesbitt, Inc., Clean Products Co., Springfield Furn. Co., United Appeals Campaign.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600
AAAA—ABP—ANPA

President .....Harold Cabot
Vice-Presidents.....Edward F. Chase, Langley C. Keyes, Russell Hunt, Peter Black, James I. Summers, John M. Lord, William H. Ganick, George R. Griffin
Exec. V.P. & Treasurer..Richard P. Holland
Production Manager..Phyllis L. Burlingame
Copy Chief.....Henry W. Patterson
Art Director.....William H. Ganick
Director of Media.....Janet A. Gilbert

Radio Accounts: Adams & Swett (Rugs),

Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston & Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.

TV Accounts: Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.

CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.
Phone: SAratoga 4466
PPA

President.....Louis F. Cahn
Vice-Pres. & Treas.....C. LeRoy Miller
Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Fidelity Storage Co., Baltimore; Hess Shoes (Retail Shoe Store), Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900
AAAA—ABP—ANPA—APA—NOAB
PPA—OAAA

Chairman of Board.....J. Sherwood Smith
Vice-Chairman of Bd.....James A. Clark
President.....Harold L. McClinton
Secy.-Treas. .....James Jeffrey
Chairman of Exec. Comm.....Jess Barnes
Vice-Presidents.....M. E. Carlock, Paul Smith
Radio-TV Prod. Mgr.....Lindsay MacHarrie
Art Director.....Wilfred L. Chausse
Copy Director.....George S. Thomson
Production Manager.....Fred Oughton
Manager Outdoor Dept ... F. J. Fitzgerald
Media Director.....Thomas H. Young
Dir. Pub. Relns. & Pub.....Robert W. Robb
Research Director.....Thomas P. Crolius

Branch Offices

333 No. Michigan Ave., Chicago, Ill.
Manager .....Philip M. White
Radio Dept. Mgr.....Edward A. Franck
712 So. Cursons at Wilshire Blvd., Los Angeles, Calif.
Phone: York 5145
Manager.....Harry W. Witt

Radio Accounts: Oakite Products, Inc., Modern Food, Prudential Insurance Co. of America.

TV Accounts: Oakite Products, Inc., Western Biscuit, Van Camp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAAA—ANPA—NOAB—PPA
ABC—ABP

Pres. & Ch. of Bd.....Henry T. Ewald
Executive Vice-Pres.....Henry G. Little
Senior V.P. & Gen. Mgr.Edward E. Rothman
Sr. V.P., Sec. & Treas...Lawrence R. Nelson
Sr. V.P. & Creative Dir.....Winslow H. Case
Senior Vice-Pres.....R. F. Field
Senior V.P. & Dir. of Media..J. J. Hartigan
Asst. Treas. & Comp.....H. P. Cook
Vice-Presidents .....Colin Campbell, Halsey Davidson, L. T. Robinson, W. P. Stewart, John Terns, G. Brewster Loud, Jr., W. A. Moffett, W. H. Gage, Wayne E. White.
Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices

1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3190
Sr. V.P.....Winslow H. Case
Vice-Pres. & Mgr.....Frank W. Townsend
Vice-Presidents.....Lynn B. Dudley, J. H. Neebe
230 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1946
V.P. & Manager.....Earll W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 6204
Vice-Pres. & Manager.....R. C. Francis
235 Montgomery St., San Francisco 4, Calif.
SUtter 1-8736
Vice-Pres. & Manager...T. Milburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3858
Manager.....G. G. Thom

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: LIncoln 8824
ABC—ABP—ANPA—APA—NOAB—PPA

President.....Ray O. Mithun
Exec. Vice-Pres.....Albert R. Whitman
Vice-Presidents.....John W. Forney,

Lester J. Will, Lee A. Terrill, Arthur H. Lund
Treasurer.....Beatrice N. Sandquist
Secretary .....Evelyn Brugette
Radio Director.....Arthur H. Lund
Time Buyers....John Cole, Minnie Kaplan
Production .....Doug. Gabrielson
Production .....Mort Henderson, Arnold Aslakson, Leon Kennedy
Copywriters .....Myrna McCauley, Bill Wheeler, Jerry Crawford, Angeline Clement, Dorothy Lowe, Mary Ellen Locken

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-7553
Vice-President.....Lester J. Will

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Russell Miller Milling Co. (Flour & Cake Mix), Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Miracloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-Crush Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone: LO 7-8141
PPA—ABC—ABP—ANPA
Pres. & Acct. Exec.....Solis S. Cantor
Vice-President .....Kathryn Cantor
Secretary .....Corrine Kolb
Art Director.....Robert Hersch
Acct. Execs.....Robert Weiner, Bernard Binnick

CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.
Phone: HA 1356
ABP—ANPA—APA—NAAN—NOAB
PPA
President.....Charles W. Carter
Vice-President.....William G. Rowe
Radio-TV Director.....Fred Alexander
TV Acct. Execs...W. G. Rowe, Fred Klemp, Curt Bogasch

Radio Accounts: May Potato Chip Co., Corn Kurl Chips, Security Natl. Bank, Home State Bank, Kansas City, Mo.; Butler Mfg. Co. (Farm Equipment Div.).

TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2014
Pres. & Treas.....David C. Casmir
Vice-Pres.....Marvin Casmir
Copy Chief.....Harriet B. Carter
Art Director.....William E. Burgess

Radio Accounts: Haynes-Griffin (Radio-TV Records).

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
Phone: BRyant 9-0390
ABP—APA—ANPA—PPA
President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Production Manager.....C. F. Lucchese
Radio-TV Director.....Allen Black
Asst. Radio-TV Dir.....Lenora Thuna
TV Time Buyers..Alan Black, Lenora Thuna
Copy Chief.....Fred Laderman

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant), The ReClean Corp.

TV Accounts: Chesebrough Mfg. Co., The ReClean Corp., Miracle Adhesive Corp., Virginia Metal Products Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-1234
AAAA—ANPA—APA—NOAB—PPA—ABC
President.....James M. Cecil
Vice-Presidents.....Edward B. Noakes, E. J. K. Bannvart, Guild Copeland, David Thomas, Samual Dalsimer, Harvey L. Kneeland, David G. Lyon, T. F. MacGrath, Thomas J. Maloney, Kenneth Twyman,

John Legler, Archibald M. Foster, J. Frank Gilday
Sec. & Treas.....David C. Thomas
Media Director.....Harry Parnas
Radio-TV Bus. Mgr.....J. Frank Gilday
Exec. Prod. TV.....W. C. Patterson
Time Buyer.....Herbert Gruber

Branch Office
6353 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 2324
Manager .....Riley Jackson
1814 Union Central Bldg., Cincinnati, O.
Phone: Garfield 5-178
Manager .....William Hecker

Radio Accounts: Philip Morris & Co. (Philip Morris Cigarette), Bymart, Inc. (Tintair), New York, N. Y; Block Drug Co., Inc. (Amm-i-dent, Polident, Poligrip), Jersey City, N. J.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Oyster Shell Products (Pilot Brand Oyster Shell), New Rochelle, N. Y.; Union Dime Savings Bank, New York, N. Y.; Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, "Quik"), New York; Whitehall Pharmacal Co., New York; Red Top Brewing Co. (Red Top Beer, Ale, Twenty Grand Ale), Cincinnati, O.

TV Accounts: Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Sylvania Electric Co. (All Major Products), Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, EverReady Cocoa, "Quik"), N. Y.; Red Top Brewing Co. (Red Top Beer), Cincinnati, Ohio.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-4942
ABP—APA—SNPA
President.....Harry A. Lundborg
Secy.-Treas.....Richard H. Leiper
Vice-Pres., Gen. Mgr.....Sara Kelly
Art., Prod. Mgr., Copy Chief, Radio-TV Talent Buyer.....Richard H. Leiper
Media, Radio Time Buyer.....Sara Kelly, R. H. Leiper

Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WA 2-5732
ANPA—PPA—APA—ABC
Pres. & Space Buyer.....J. L. Wade
Vice-President .....Elmer Wade
Radio Director.....Simon Levin

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
Phone: HAncock 6-7310
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SNPA
President.....James Thomas Chirurg
Treasurer.....Leo J. Hardiman
V.P. in Chg. of Mdsg.....Benjamin Shattuck
Media Director.....Edmund J. Shea
Film Director.....J. Nelson Clifford

Branch Office
122 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 7-5040
Vice-President.....George A. Frye

Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bensdorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; H. E. Harris Co. (Stamps), Boston.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179
ABP—ANPA
Chairman.....C. P. Clark
Pres. & Treas.....D. G. Goodwin
V.P. & Secretary.....J. D. Clark

Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal Co.

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.
Phone: 3-5486
ANPA—PPA—SNPA—NOAB
Pres. & Space Buyer.....Robt. E. Clarke
V.P., Secry. & Treas.....C. B. Clark
Art Dir. & Prod. Mgr.....J. H. Freeman
Radio & Pub. Dir.....E. S. Hamburger
Media Dir. & Radio Time Buyer..C. Bonnell

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA
President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith

Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.
Phone: MUrray Hill 8-3030
President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Exec. Vice-Pres.....Edward Aleshire
Vice-President.....Edward Rosenwald
Vice-Pres. & Copy Chief.....Thomas Greer
Radio-TV Director.....Jose di Donato

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmacal Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets),

New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Waitt & Bond (Blackstone Cigars), Newark, N. J.

TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.; Waitt & Bond, West End Brewing Co.

THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.
Phone: PLaza 7-7730

Pres., Treas.....Arnold Cohan
Prod. Dir.....Morris Helfman

Radio & TV Accounts: Bruno-New York, Inc.; TV-Radio Appliances.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Prod. Mgr., Art Dir.....Tom Korchak
Acct. Executives.....Gardner Reams, Bart Nelson
Radio-TV Director.....Jon Yost
Space Buyer.....Emlyn W. Golliher

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2800
ANPA—PPA—NOAB—ABC—APA
ABP—AAAA

President.....Robert D. Holbrook
Vice-Pres. & Secy.....Leonard T. Bush
Vice-Presidents.....Frank Griffin, Barton Cummings, Allen Flouton, Willard J. Heggen, Alfred J. Seaman, Jr., Loren B. Stone, Seaward M. Woodard, Edward Battey, Merrell E. Boyce, George Chatfield, Chester Dulley, C. James Fleming, Jr., Wm. O. Geoghegan, John A. Hise, Jr., L. O. Holmberg, Jack Rees
V.P. & Dir. of Radio & TV Prod. .....L. H. Titterton
TV Exec. Prod.....Brewster Morgan
V.P. & Dir. of Radio & TV Copy.....Muriel Haynes
Mgr. of TV Comm. Prod.....Lloyd Durant
Dir. of Publicity.....Joseph Field
V.P. & Dir. of Media.....Guy Richards
Asst. Media Dir.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Francis Velthuys, Martin Hansen, Richard Hurley, Alfred Ritter, Genevieve Schubert, Donald Carret, Jeanne Bahr, John Neale

Branch Offices

Bd. of Trd. Bldg., 141 W. Jackson Blvd., Chicago 4, Ill.
Manager.....L. O. Holmberg

Gwynne Bldg., Cincinnati, O.
Manager.....Robert P. Marsh

744 N. 4th St., Milwaukee, Wis.
Manager .....Richard Davis

6253 Hollywood Blvd., Hollywood, Calif.
Manager .....Floyd Holm

Radio and TV Accounts: The Allis Chalmers Manufacturing Company; Campbell Soup Company (Campbell's Tomato Juice & Campbell's Pork & Beans); The Cochran Foil Company (Aluminum Foil); M. K. Goetz Brewing Company (Country Club Beer); The Goodyear Tire & Rubber Company, Inc. (Shoe Products); The Hubinger Company (Quick Elastic Starch); Kelly Springfield Tire Company; New York Life Insurance Company; The Personal Products Corporation (Yes Tissues); The Procter & Gamble Company (Ivory Soap, Ivory Flakes, Crisco, Duz and Drene); The Socony-Vacuum Oil Company; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
Phone: MOhawk 2252
ABP—ANPA—AFA

Partner.....Henry W. Comstock
Partner.....H. Earl Close
Partner.....Frank J. Hess
Dir. of Media & Research.....T. Sloane Palmer
Account Executives.....L. W. Simonds, John B. Morton, Sterling J. Hiles, William J. Daley, Jr.
Time Buyer.....Donald K. Beyer
Radio-TV Director.....Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; "Gold Seal" Urbana Wine Co. (Wines), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hygrade Food Products Corporation (Food Products), Buffalo, N. Y.; Semet Solvay Division (Coal), Buffalo, N. Y.

TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hygrade Food Products Corporation (Food Products), Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
Phone: YUkon 6-0196
ABP—ANPA—APA—NOAB—PPA

President.....E. W. Conner

Vice-Presidents.....Shirley Walker, J. H. Jackson
Sec.-Treas.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Manager.....Don Wonacott

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurant), Redwood City, Calif.; Douglas Shaw Candies (Confections), San Francisco, Calif.; Western Dairy Prod.; Dan T. Cassidy (Interior Decorator); California Turkey Federation.

TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: G 3456
AAAA—ABP—ANPA

Pres.....Thomas F. Conroy
Acct. Exec.....Jack Schlichenmaier
Acct. Exec.....Jack Keasler
Actc. Exec.....Paul R. Ferwerda
Art Dir.....Albin J. Paulson
Auditor.....F. E. Weinholt
Director.....Robert M. Richards
Production Dir.....James F. Davis

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Comal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Household Furniture Co. (Furniture), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mode O Day (Ladies Ready to Wear), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Ormsby Chev. Co. (Automobile), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Russ & Co. (Investments), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), San Antonio, Texas; Steves Lumber Co. (Lumber, Builders' Supplies), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Zale Jewelry Co. (Retail Jewelry), San Antonio, Texas.

TV Accounts: Bohnet Baking Co. (Baking), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Ormsby Chevrolet Co. (Automobile), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas.

CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.
Phone: MUrray Hill 9-1440

President.....Lester "L" Wolff
Treasurer.....Irving Herz
Vice President.....Matty Miller
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Charlotte Armstrong
Time Buyer.....Irving Herz

Radio Accounts: Claridge Foods (Hamburgers & Meat Balls), New York, N. Y.; Sunrise Food Stores (Super Markets), Long Island, N. Y.; Diamond K & Food Town (Super Markets), Westchester, N. Y.; Snappy Cheese, New York, N. Y.

TV Accounts: Associated Food Stores (Super Markets), New York, N. Y.; Manhattan Food Stores, New York, N. Y.; Van Houton Instant Cocoa, New York, N. Y.; Myer 1890 Beverages, New York, N. Y.; Ehlers Coffee, New York, N. Y.; Foremost Dairy Products (Ice Cream), New York, N. Y.; Bond Bread, New York, N. Y.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940
ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-Presidents.....Porter F. Leach, J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.

TV Account: Pears Soap.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185
ABP—ANPA—APA—PPA

President.....John Gilbert Craig
Vice-Pres.....R. V. Craig

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del., Riverview Beach Park (Amusement Park), Pennsville, N. J.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.
Phone: DAly 8-3500
AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm, R. F. Timm, N. L. Telander
Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand, K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; Henri's Food Products (Salad Dressings); Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip).

TV Accounts: Ed. Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Henri's Food Products (Salad Dressings), Chevrolet Dealers of Milwaukee (Car Dealers); Pflugradt Co. (Heating Equipment), A. O. Smith Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Haberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

CREAMER & COMPANY

6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 4137

President.....C. R. Creamer
Media Buyer.....Edward Loveton
Production Chief.....J. J. Franz, Jr.
Merchandising .....James Loughran

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3061
ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Director.....E. Groenboom
Production Manager.....June Brown

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: Financial 6-3630
ABP—ANPA—PPA—NOAB—APA

Partners.....Edmond I. Eger, Harley B. Hobbs
Associates..Leon H. Lewis, George M. Stern
Media Director.....Harry C. Pick
Art Director.....Harry J. Beier
Production Manager.....R. H. Wilson

CUNNINGHAM & WALSH, INC.

40 E. 34th St., New York 16, N. Y.
Phone: MUrray Hill 3-4900
AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

President .....F. H. Walsh
Exec. Vice-President.....J. P. Cunningham
Secretary .....R. L. Strobridge

Radio-TV Dept.

Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
V-P in Chg. of Media.....N. F. McEvoy

Branch Office

8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Holmes & Edwards Silver, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE, INC.

347 Park Ave., New York 17, N. Y.
Phone: OR 9-0600
AAAA—ANPA—APA—PPA

President.....C. L. Fitzgerald
Vice-President.....H. M. Dancer
Vice-Pres.-Treas. .....Paul Keenan
Vice-Pres.-Secy.....F. T. Leighty
Radio-TV Dir.....Adrian Samish
V.P.s. & Acct. Execs.....Lyndon O. Brown, Joseph H. Holmes, Jr., Charles Hotchkiss, Gordon Johnson, Donald Manchester, J. James Neale, Richard Porter, Frank Riggio, A. W. Spence, Jr., Samuel Sutter, George Tormey, Basil Mathews, R. A. Russell, David Loomis, V. Pietrowski, J. K. Martindale, Clifford Dillon, Dexter Glunz, W. A. Irwin.

Branch Offices

221 N. La Salle St., Chicago 1, Ill.
Phone: FI 6-4700

Exec. Vice-Pres.....F. Sewall Gardner
V.P. & Acct. Exec.....E. R. Detchon

1680 N. Vine St., Hollywood 28, Calif.

Manager .....Alvin Kabaker
Acct. Exec.....Robert Nourse

118 Glenayr Rd., Toronto 10, Ontario, Can.
Phone: Empire 3-2851
Manager .....Gilbert Nunns

Dancer-Fitzgerald-McDougall, Inc.
114 Sansome Street, San Francisco 4, Calif
Phone: DO 2-5107
President .....Charles MacDougall
Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., American Chicle Co.
TV Accounts: Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble, American Chicle Co., Cory Co., Campbell Soup Co.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Board.....P. J. Orthwein
President.....J. F. Oberwinder
Secretary-Treasurer.....E. D. Cronk
Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
Vice-President.....J. Y. Brown, Jr.
Radio-TV Director.....Paul Louis
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 0158
Vice-President.....Stanley P. Seward
90 Broadview Ave., Toronto, Ontario, Can.
Phone: GL 7591
Vice-President.....G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President.....J. Hixon Kinsella
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.
TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: MAin 0790-1
PPA—NOAB—APA
Pres., Space Buyer.....James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., Blanke-Baer.
TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles, Calif.
Phone: Michigan 3908
ANPA—PPA
Partner.....Robert J. Davis
TV Director.....R. J. Davis, Jr.
Radio Time Buyer.....Marilyn Morisset
Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products.
TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP
Owner .....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295
APA—SNPA
Owner-Radio Buyer....Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA
Partners..Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Bd...Lawrence L. Shenfield
President.....Donald K. Clifford
V.P. & Secy.....William E. Steers
Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....Aldis P. Butler, William E. Holden, Chester MacCracken, James F. Egan, Harry M. Ireland, Edward M. Raynolds, Samuel L. Frey, Joel F. Jacobs, Dr. Philip Reichert, Robert Hayes, Robert E. Shaw
Dir. of Radio & TV.....Chester MacCracken
Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab. Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York.
TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
Phone: RIchmond 3-111-3
ABP—APA—SNPA
Pres.-Treas.-Space Buyer (News)
Ralph L. Dombrower, Sr.

Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer
Malcolm B. Dombrower
TV Prod.....Hobart Britton
Talent Buyer.....T. Michaux Moody
Media & Space Buyer (Mag.)..Phyllis King

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 1420
Manager .....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.; Southland Wine Co., Inc.; Dixie Wine Co., Inc.; W. H. Miles Shoe Co., Inc.

TV Accounts: Landers, Frary & Clark Co. (Stroke Saver Irons).

DONAHUE & CO., INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-4252
ABP—ANPA—APA—NOAB—PPA
SNPA

Dir. Motion Picture, Radio & TV Div.....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Writer-Production .....Walter Collins
Writer-Acct. Exec.....Latham Ovens

Radio Accounts: New York Herald Tribune, New York World-Telegram & The Sun, Carolina Rice (River Brand Rice Mills, Inc.), M-G-M, New York, N. Y.; Atlantic Ale & Beer, Atlanta, Ga.; Messing-Cornell Bread; Inst. of Commercial Art; Monarch Wine Co.; Brandt Theaters; Atlantic Ale & Beer.

TV Accounts: Gold Medal Candy Corp. (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.; N. Y. W-T & Sun; Monarch Wine Co.; Irish Linen Guild; Inst. of Commercial Art.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400
ABP—ANPA—PPA

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Secretary & Art Dir.....Ben Goldstein
Asst. Dir. Radio-TV.....Cherie Lee
Staff.....Howard Fisher, Robert King, Helen Anderson, Jack Colt

Branch Office
203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676
Exec. Vice-Pres Marvin H. Frank

Radio Accounts: Big Bear Markets (Supermarkets), Detroit, Mich.; DeRoy Jewelers (Jewelers), Dearborn, Mich.; Dixie Shops (Men & Women's Shops), Ypsilanti, Ann Arbor, Adrian, Mich.; Famous Furniture & Upholstering Co., Faygo Beverage Co. (Soft Drinks and Mixers), Hab Appliance Stores (Appliances), Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Weil & Co. (Dept. Store), Detroit, Mich.; Federal Dept. Stores; Buckeye Beer, American Savings, Lasky Furniture.

TV Accounts: Annis Furs (Furs), Big Bear Markets (Supermarkets), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Sausage Co. (Meat Packers), R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chian), Speedway Petroleum Corp. (Gasoline), Studebaker Dealers of Greater Detroit, Michigan Wineries; Buckeye Beer; Dye Home Improvement; Cherrin Bros.; Crown Furniture; Delsoy Distributing Co.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700

President.....Wm. H. Long, Jr.
Vice-President.....Walter H. Burnham
Account Exec. & Radio & TV Dir.....Edwin R. Rooney, Jr.

Branch Offices
208 LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770
Senior V.P.....Chas. W. Morse
1518 Walnut St., Philadelphia 2, Pa.
Phone: Pennypacker 5-4477
V.P.....E. Howard York
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080
V.P. .....Ronald Brindley

Radio Accounts: Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), Philadelphia, Pa.; Goodbody & Co. (Brokerage), New York City; Provident Trust Co. of Philadelphia (Bank), Philadelphia, Pa.; Kidder, Peabody & Co. (Brokerage), New York City; Wellington Fund (Mutual Fund), Philadelphia, Pa.; Troy Savings Bank (Savings Bank), Troy, New York; The Methodist Radio Society of the Phila. & N. J. Annual Conferences (Radio Society, Philadelphia, Pa.; Boston Federal Savings & Loan Assoc. (Bank), Boston, Mass.; Dayton & Gernon (Brokerage), Minneapolis, Minn.; Boston Five Cents Savings Bank (Bank), Boston, Mass.; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago, Ill.; Estabrook & Co. (Brokerage), Boston, Mass.; Lawn Savings & Loan Association (Bank), Chicago, Ill.; Waltham Federal Savings & Loan Assoc. (Bank), Boston, Mass.; American School (Home Study), Chicago, Ill.; Diamond Match Co. (Lumber Matches), Boston, Mass.; Crocker First National Bank (Bank), San

Francisco, Calif.; Seiler's, Inc. (Frozen Foods), Boston, Mass.

TV Accounts: Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

DORLAND, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680
ANPA—APA—NOAB—PPA

President .....Atherton Pettingell
Exec. V.P., Foreign Dir.....Walter S. Maas
Exec. V.P. Radio-TV.....Harold Kaye
Radio & TV Dir.....Alex Courtney
Radio-TV Time Buyer.....Lucille Dreher

Radio Accounts: A. S. Beck Shoe Corp., Lanvin Perfumes.

TV Accounts: A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.
Asst. Radio & TV Dir.....Helen Garabedian

Branch Offices

*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275
Exec. in Charge.....John C. Dowd
Dowd, Redfield & Johnstone, Inc.

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* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Select Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
ABC—ABP—ANPA

Chairman.....L. L. Redfield
President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Treasurer.....Edward D. Parent
Secretary .....Harold Tuers
Radio-TV Director.....William H. Eynon
Radio & TV Time Buyer.....Betty Nesse

Radio Accounts: Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; The American Protam Co., Save-By-Mail, Inc.; Dormin, Inc.

TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park
Radio Time Buyer.....Hazel R. Belman
Copy Chief.....David G. Parkes

DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.
Phone: PLaza 7-0750

President .....Ben Frank
Treas. & Sec.....Harold Dundes
V.P. Radio & TV Dir..Thomas A. Wright, Jr.

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-1400
NOAB—PPA—APA—ABC

President.....Roy S. Durstine
Vice-Presidents.....Wm. E. Dempster,
John Malone, Jr., Ralph D. Allum
Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Radio Time Buyer.....Bergi Boe
Radio Prod.....Hubert Wilke

Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411
Exec.-in-Charge.....William D. Sloan
703 Market St., San Francisco, Calif.
Phone: YUkon 6-6239
Exec.-in-Charge.....Robert B. England

Radio Accounts: The Serutan Co. (Serutan, Sedagel, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

TV Accounts: American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagel), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdison 2921

Owner.....Adam F. Eby
Treasurer .....Virginia Eby
Acct. Exec.....Madeline Feeney

Radio Accounts: Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Show (Festival) (Show), Buffalo, N. Y.

TV Accounts: Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Festival (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phones: ANdover 3-3867, DEarborn 2-5976
ABP—APA

President .....Edward Edelstein
Vice-President.....John J. Freeman
Art Director.....Leo Rotelli
Copy Chief.....Marjorie Roberts

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA

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Vice-Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles W. Marshall, Chauncey L. Landon, Van Davis, Frances Raftery, William A. Bartel, Hal James
Treasurer.....Gordon M. Kingman
V.P. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane
Prod. Asst.....Kay Woelfle
Radio Production.....Jim Haugpt

Radio Accounts: Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

TV Accounts: Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); White Star Luggage.

ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.

President.....John C. W. Daly
Vice-President.....Robert Sherman
Secretary & Treasurer...Wallace F. Elliott
Account Executive...Katherine Doyle Spann

Radio and TV Accounts: KPIX-TV, San Francisco; KSFO-AM, San Francisco.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: Cl. 6780
ABP—ANPA—APA—NOAB—PPA

Partners.....Michael F. Ellis, Jerome R. Ellis
Radio-TV Director.....Josephine Williams

Branch Offices

96 King St. W., Toronto, Ont.
Phone: Wa 9902

Manager .....Al May

448 Seymour St., Vancouver, B. C.
Phone: Ma 2631

Manager.....W. Van Warren

Radio Accounts: Nemmer Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Maunz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).

TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

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Exec. Vice-President.....Howard A. Enders
Vice-President .....Rudy Vallee
Secretary-Treasurer.....Melvin Alan Bank
Account Executives .....Sylvia Devey, Donald B. Crowl, William Fitzgerald
Radio-TV Director.....Mary Griffin, Jr.
Traffic Manager.....Dorothy Shick

TV Art Director.....Fred Waller
TV Film Director.....Robert L. Friend
Branch Offices
Packard Building, Philadelphia, Pa.
Phone: RIttenhouse 6-5491
Manager .....Al Fingerman
270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952
Vice-Pres. .....Howard Enders
6611 Santa Monica Blvd., Hollywood, Calif.
Phone: HIllside 6118
Manager .....John Swallow
1176 Sherbrooke St., W., Montreal, Canada
Phone: Plateau 4181
Manager .....Dave Kaplan

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7220
ANPA—PPA—APA—NOAB
President & Treasurer.....Frank L. Engel
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann

Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
Phone: Ph. 3-2613
President.....E. E. Anderson
Vice-President .....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700
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Vice-Pres. Radio.....C. H. Cottington
Radio Director.....Keith B. Shaffer
TV Director.....Richard L. Eastland
Time Buyer.....Ray Simms
Radio Dir. (L. A.).....Robert L. Redd
TV Dir. (L. A.).....Charles F. Lowe
Time Buyer (L. A.).....Jack Schluter
Time Buyer (Chicago).....John Gwynn
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230 N. Michigan Ave., Chicago 1, Ill.
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Manager .....Warren Humphrey
1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que., Canada
Manager .....Brian Devlin

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food)), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars,

Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; R. B. Semler, Inc. (Kreml Hair Tonic, Kreml Shampoo), New Canaan, Conn.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KRO Company (Rodenticides), Springfield, O.; Jacob Riesse Bottling Works (Soft Drinks), Minneapolis, Minn.; McColl-Frontenac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Seeck and Kade, Inc. (Pertussin), New York, N. Y.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA

President .....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
V.P. & Radio Dir.....L. H. Greenhouse
Secy.-Treas. & Prod. Mgr.....W. J. Collopy

Radio Accounts: Commonwealth of Pa., Dept. of Commerce; Commonwealth of Pa., Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1000
ABC—ABP—ANPA—APA—PPA

V.P. Chg. Radio.....Thomas D. Luckenbill
V.P. Chg. TV.....Kendall Foster
Bus. Mgr. Radio.....Charles White
Chief Executives.....Wendell Adams, Stan Lomas, Sam Northcross, Helen Phillips, Max Wylie, Jack House, Edward Montague

Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.

TV Accounts: Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Coca Cola Bottling Co.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners.....Albert Evans, Jr., Gordon N. Teague, Stanley Schleuther

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dames; Ft. Worth Macaroni Co.

TV Accounts: Williamson Dickie Mfg. Co.; Forth Worth Macaroni Co.; Alcohol Druggist).

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig

Radio Accounts: Axtell Kramer; B & F Toggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink's Cleaners; First National Bank; Hills Bros. Co.; Jack Harman's Super Service; John S. Harms; Kennedy Laundry & Dry Cleaners; Lloyd's Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland's; Royal Crown Bottling Co.; Seck DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield Refinoil Co.; Swanson Camera Shop; Arch Wilson Inc.

THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 2, Pa.
Phone: Market 7-2617
ABP—APA

Pres., Radio-TV Dir.....Frank J. Crockery
V.P. & Dir. of Art.....Reynold Abbruzi

Radio Accounts: Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone 3-7333

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Elnore M. Farquhar

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

FEDERAL ADV. AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4200
AAAA—ABP—ANPA—APA—NOAB—PPA
Vice-Pres.-Dir. of Radio & TV
Francis C. Barton, Jr.
Asst. to Mr. Barton.....Eleanor L. Larsen
Time Buyer.....Penelope A. Simmons
Copywriter-Radio & TV....."Pat" Bartels,
Asst. to Mrs. Simmons.....Jacqueline Ruta

Radio Accounts: American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Stromberg-Carlson (TV Sets), New York, N. Y.

TV Accounts: General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 4-1536
ANPA—NOAB—PPA
Partners.....Harry Feigenbaum,
David Werman
Radio & TV Director.....Franklin Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weis (Furriers), Philadelphia, Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642
Pres. & Radio Time Buyer,
Account Executive.....Robert Feldman
Sec. & Treas. .....B. Michaels
Radio Director.....C. Rhodes
Copy Chief.....L. Barton
TV Director.....R. Feldman

Radio Accounts: Nevelea Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Blvd., Syracuse, N. Y.
Phone: 2-4175, 2-4176
ABP—APA
Pres., Space & Radio Time Buyer
Byron F. Fellows, Jr.
Secretary-Treasurer .....Marjorie Hughes

Radio Accounts: B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 7713
President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Copy Director.....Dudley H. Wade
Radio Director.....Jill Medby
TV Director.....Walter J. Kerwin
Art Director.....Lee Perri
Production Manager.....Eugene M. Kresan
Time Buyer.....Beatrice T. Rice

Branch Offices

45 Rockefeller Plaza, N. Y., N. Y.
Manager.....John P. Waddell
525 N. Charles St., Baltimore, Md.
Manager .....Phil Jackson
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....H. P. Martin

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore; Lindsey-Robinson, Inc., Roanoke, Va.

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.: P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—NOAB—PPA
President-Treasurer.....Lawrence Fertig

Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President .....Philip Lukin
Space Buyer.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Hal Cooke
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary .....A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee), St. Bernard Coal Co. (Coal), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.

TV Accounts: Nashville Pure Milk Co. (Dairy Products), Nashville; Moore Handley Co. (Hardware); Red Ace Petroleum Co. (Coal & Oil).

FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA

Pres., Radio Dir. & Copy Chief
Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Helene Heinz
Radio & TV Dir....Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bass Bros. Furniture Co., Chicago, Ill.; Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities).

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O'Shanter Country Club (Golf Tournaments), Chicago; Harvey Lumber Co., Chicago; Lowebco, Inc. (Wilsolve & Concrete), Nat'l. Foundation for Infantile Paralysis, Chicago & N. Y.; Phillips Prod. (Aurillium), Chicago, Ill.; United Artists Corp.; Universal-International Pictures Corp.

FITZGERALD ADVERTISING AGENCY

Lee Circle Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—ABP—ANPA

Director, Radio Dept.....Aubrey Williams
TV Director.....Tom Newman
TV Production.....A. David Cloud

Radio Accounts: Alabama-Georgia Syrup Co. (Alaga Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Scoco Shortening), New Orleans, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salar Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), H. G. Hill Store (Grocery Store Chain), Higgins, Inc. (Flooring & Institutional); La. State Rice Milling Co. (Mahatma, Fag, Water Maid Rice); So. Cotton Oil Co.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift).

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—PPA

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer.....J. K. Bowman
Account Executives.....Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley
Sec.-Treas., Space Buyer....Helen M. Little

Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland, O.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC—NOAB

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V.P.-Treas.....Lee E. Hood
V.P.-Gen. Mgr.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
Copy Director.....Raymond Barr
Radio-TV Director.....Frank M. Knight, Jr.

Radio Accounts: Abbotts Dairies, Inc., (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wil-

mington, Del.; Harford County Fair Assn. (Horse Racing), Bel Air, Md.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish). Rochester, N. Y.; Becker-Mills, Inc. (Pontiac Autos); Louis Burk, Inc. (Meats).

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—NOAB

President .....Don Belding
Exec. V.P.....William E. Berchtold
V.P. & Gen. Mgr.....M. P. Franceschi
Vice-President.....A. E. Rood
Exec. V.P.....Elwood Whitney
Exec. Asst. to the Pres.....Frank Delano
V.P. in Chg. Media & Research
Sherwood Dodge
Vice-President .....Kenath T. Sponsel
V.P. & Mgr., Eastern Motion
Picture Div.....Harold Holt
Vice-President.....Cyrus H. Nathan
Radio Director.....Thomas McDonnell
TV Director.....Roger Pryor
Research Director.....Barrett F. Welch
Media Director.....Joseph S. Spiegel
Prod. Dept. Mgr.....J. A. Koehler
Radio Bus. Mgr.....Lillian Selb
Publicity Director.....George Wolf

Branches Offices

155 E. Superior St., Chicago 11, Ill.
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Executive V.P.....J. H. E. Davis
Vice-Pres. & Treas.....Wm. R. Sachse
Radio, TV Bus. Mgr.....Harry Dieter
Radio, TV Prod. Mgr.....Richard L. Davis
Radio, TV Time Buyer..Genevieve Lemper

601 W. Fifth St., Los Angeles 17, Calif.
Phone: MIchigan 7651
President .....Don Belding
Exec. V.P. & Mgr.....William J. Pringle
Asst. Treasurer.....Eugene Duckwall
Radio Time Buyer.....Claire Koren

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355
Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllyood 9-6265
Vice-Presidents .....Robert Ballin, Elliston Vinson

Esperson Bldg., Houston 2, Texas
Phone: ATwood 8561
Co-Managers.....C. Burt Oliver, Stephen R. Wilhelm
Radio Time Buyer.....Grace Spanihel

Pacific Bldg., Portland 4, Oregon
Phone: ATwater 8181
Leith F. Abbott

Radio and TV Accounts: Acme Breweries—Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: GIlbert 2-3645
APA

President.....M. J. Ford
Publicity Director.....William Queale

Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB—PPA

Chairman of the Bd.....Howard W. Calkins
Vice-Chairman of Bd....Frank J. Reynolds
President.....J. M. Hickerson
Sr. Vice-Pres.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Pres., Pub. Dir.....Howard W. Calkins
Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
Dir. of Radio & TV.....Robert W. Day

Branch Offices

One La Salle St., Chicago 2, Ill.
Phone: DEarborn 2-6424
Vice-President.....R. W. Dawson

10 Post Office Square, Boston 9, Mass.
Phone: HAncock 6-5900
Vice-President.....Joseph R. Hamlen

Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-3915
Vice-President.....Milton T. Kyle

235 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-4641
Manager.....Lucrezia H. Kemper
1510 19th St., Washington 6, D. C.
Phone: Columbia 3449
Manager .....Day Thorpe

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA
President.....Jones B. Frankel
Account Executives.....Jones B. Frankel, A. G. Gaines, Lew Sanders
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders
Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.
TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

23 West 47th St., New York 19, N. Y.
Phone: PLaza 7-7690
ABP—ANPA
President .....Dolph Franklin
Secretary .....Edith Schless
Director of Mdsng.....Bernard W. Maxwell
Radio-TV Director.....Dolph Franklin
TV Accounts: Supreme Wines (Wine), New York, N. Y.; Stern Department Stores; Mawson De Many (Furrier), Philadelphia, Pa.; L. Fish Stores (Furniture), Chicago, Ill.; Hecht's Department Stores (Department Stores).

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA—APA—NOAB
President.....F. C. Berger
Exec. V.P.....H. S. Rieff
Secretary.....R. S. Buckbinder
Art Director.....E. Gambale
Production Manager.....Phil Berman
V.P.-Radio & TV Dir.....Sydney Rubin
Radio Accounts: Adler Shoes, New York; Milrose Products (RAD Cleaner), New York; The Reporter (Magazine), New York; Gilbert Mfg. Co. (Electrical Prod.), New York.
TV Accounts: Adler Shoes for Men, Milrose Products (RAD Cleaner), Vim Electric Co. (Hallicrafters TV & Norge), New York.

CURT FREIBERGER & CO.

1349 Court Place, Denver 2, Colo.
Phone: ALpine 2048
ANPA—AAAA—PPA—ANPA
President.....C. J. Freiberger
Vice-President.....Kent Thomas
Secretary.....Charles A. Haskall
Treasurer .....Esther Piper
Radio Accounts: Central Bank & Trust Co., Tivoli Brewing Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Associated Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY

938 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345-6
ANPA—APA—NOAB—PPA—AAAN
Owner.....J. V. Freitag
Prod. Mgr. & Art Dir.....H. J. Torgesen
Space Buyer.....M. K. McGowan
Secretary, Radio Dir.....R. W. Wallace
Radio Accounts: Columbia Baking Co., Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—AFA
Partners.....Oakleigh R. French, Mazie G. French
Art Director.....Matthew Falk
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman
Dir. Radio & TV.....Al Maescher, Jr.
Radio Accounts: Mercantile Commerce Bank & Trust Co., Dixie Mills, H. P. Coffee Company, Meletio Sea Food Company, Whistle & Vess Beverages, Inc., St. Louis; Federal Savings Bank, R. E. Funsten Co., Gen. Electric Appl. Co., Inc., St. Louis, Mo..
TV Accounts: Whistle & Vess Beverages, Inc., St. Louis Federal Savings & Loan Assn., R. E. Funsten Co., Christian Peper Tobacco Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580
(See Complete Listing Under "A")

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-0183
ANPA—APA—PPA
President.....Karl M. Frost
Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost
Asst. Treasure.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Newspaper Space Buyer....Anna V. Turner
Magazine Space Buyer & Prod. Mgr. Harold E. Bessom
Radio & TV Dir., Time Buyer Harvey P. Newcomb
Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Mill-

bridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Coal Co. (Fuel), Cambridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Allen L. Billingsley
Exec. Vice-Pres.....E. L. Andrew
V.P. & Mgr. (Cleveland Office).W. A. Wright
Secretary-Treasurer.....C. C. Reidenbaugh
Asst. to Pres. (Cleveland).....J. C. Maddox
Media Dept. Mgr. (Cleveland)...W. J. Staab
Media Dept. Mgr. (New York)..G. R. Lyon
Media Dept. Mgr. (Chicago)....L. J. Boyce
Radio, Film, TV Dept. Mgr.
(Cleveland Office)...Richard F. Reynolds

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr .....R. E. Allen

105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393
ABP

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Secretary .....Nathan Rothenberg
Art Director.....Edwin R. Swaback
Acct. Executives.....H. Edward Simon
Lon Shaw
Space Buyer.....Alice Wiener

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Ch. of Board.....H. S. Gardner
President.....E. G. Marshutz
Sec. & Treas.....J. V. Kirchhoff
V.P., Radio-TV.....Roland Martini
Radio-TV Director.....William Fisher

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000
Exec. Vice-Pres.....Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-8388
APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec....W. W. Garrison
Sec., Space & Radio Time Buyer..G. P. Schill
V.P. & Acct. Exec.....Earl Lines
Art Director.....O'Cal Hanson
Account Executive.....J. C. McDonough

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.
Phone: LOcust 4-0530
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Account Executives.....Bates Compton,
John F. Rooney John W. Claghorn, J.
Ross Pilling, Jr., Wm. E. Surgner, John
F. Coverly-Smith, Edward B. Scull.
Public Relatons Director.....Wm. C. Faust
Radio-TV Dir.....Edward B. Harvey

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880
Vice-President.....Charles S. O'Donnell
Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.
TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 4, Calif.
Phone: GArfield 1-1081
AAAA—APA—ABP—ANPA—NOAB
Owner.....E. P. Gerth
Account Executive.....J. W. Clark
Media Director.....Pat Crowell
Production Manager.....M. F. Musil
Branch Office
2050 High Tower Dr., Hollywood 28, Calif.
Manager .....Orson Hauter
Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.
TV Account: Calif. Fruit Products, Ltd.

GETSCHAL & RICHARD, INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-1332
ABP—ANPA
President .....Budd Getschal
Vice-President .....Richard Ash
Radio-TV Accounts: Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 5-5400
AAAA—ABP—ANPA—APA
NOAB—PPA—AFA
President.....Bertram B. Geyer
Exec. Vice-Pres.....H. W. Newell
Vice-Presidents.....C. A. Brocker, A. J. Cole, J. H. Sheldon, A. A. Surin, E. F. Thomas, W. R. Mason, E. G. Frost, A. C. DePirro, G. Martin, J. Monsarratz
Treasurer.....J. R. Kunz
Publicity Director.....E. F. Thomas
Radio-TV Director.....Frederick A. Long
Associate Director.....George J. Zachary
Traffic.....Richard M. Bradshaw
Time Buyer.....Betty Powell
Branch Offices
14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520
Vice-President.....John L. McQuigg
Executive Contacts.....W. Graham, H. Wilson, Ralph Wolfe
931 Third National Bldg., Dayton 2, O.
Phone: Fulton 4145
Vic-President.....E. G. Frost
Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Hat Corp. of America (Knox Hats), N. Y.; Chicopee Mills (Tobacco Seed-bed covers), N. Y.; United Aircraft Corp. (Sikorsky & P. & W.), E. Hartford, Conn.
TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard; Zippo Mfg. Co. (Lighters), Bradford, Pa.; U. S. Industrial Chemicals, Inc., N. Y.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444
ABC—ABP—ANPA—AFA—SNPA—APA
Pres. & Treas.....J. Burr Gibbons
Vice President.....John B. Gibbons
Vice President.....R. W. Peterson
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday
Radio Accounts: National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Stanley's Funeral Service (Funeral Service), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings, Loans and Investments), Tulsa, Okla.; Thurston Chemical Company (Bem Brand Fertilizer), Joplin, Mo.; Hale-Halsell Co. (Coffee and Canned Foods), McAlester, Okla.; Wortz Biscuit Co. (Crackers and Cookies), Ft. Smith, Ark.; Tom P. McDermott, Inc. (Tires, Service & Recapping and Appliances), Tulsa, Okla.; Jenkins Music Co. and Radio-TV Center (Appliances), Tulsa, Okla.; Sand Springs Home Farms (Turkeys and Eggs), Sand Springs, Okla.; John Brown University (Schools), Siloam Springs, Ark.; Liberty Glass Company (Milk and Beverage Bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (VIGO Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (Real Estate & Home Building), Tulsa, Okla; Short Stop Hamburger Stands (Hamburgers), Tulsa, Okla.; Southwestern Ornamental Iron Works (Ornamental Iron), Tulsa, Okla.; Whitener's Department Store (Ready-to-wear and home needs), West Tulsa, Okla.; Prayson Candies Co. (Candies and Yogurt), Tulsa, Okla.; Hope Lumber and Supply Co. (Paint, Appliances & Lumber), Tulsa, Okla.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.; Comet Moving & Storage Co. (Moving & Storage Service), Tulsa, Okla.
TV Accounts: National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Hope Lumber & Supply Co. (Paint, Appliances and Lumber), Tulsa, Okla.; Tom P. McDermott, Inc. (Appliances, Tires, Recapping Service, Motor Oil), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings and Investments), Tulsa, Okla.; Wortz

Biscuit Company (Crackers and Cookies), Ft. Smith, Ark.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone: Empire 4-2111
AAAA—ABC—CDNA—CWNA—CNN & PA CAAA

Chairman of Board.....R. A. Stapelis
President.....Mrs. J. J. Gibbons
V.P. & Managing Dir.....H. M. Tedman
Vice-Pres. & Gen. Mgr.....R. B. Pattinson
Secy.-Treas.....E. T. Saunders
V.P. & Secy.-Treas.....E. T. Saunders
Vice-President.....J. G. Russell
Toronto Radio Mgr.....D. S. Marshall
Calgary Radio Mgr.....A. Swanson

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
Manager.....R. L. Burdick
272 Scott Block, Winnipeg, Manitoba
V.P. & Manager.....A. B. Johnston

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin
Publicity Director.....Earl Schneidman

TV Account: Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.

Radio Account: Pomatex, Inc. (Hairdressing and Pomade).

Radio & TV: Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Nan Duskin, Inc. (Women's Specialty Store).

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA

President-Treasurer.....M. C. Nelson
Exec. Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Secretary .....Marjorie Farrell
V.P., Radio-TV.....Victor V. Bell
Asst. Dir. Radio-TV.....Heber G. Wolsey
Time Buyer.....Enid N. Ogaard

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streator Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: DAly 8-5948
AAAA—ABC—ABP—ANPA—AFA

Owner.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Executive....Gerald L. Seaman
Radio & TV Executive.....Verne Laustsen

Radio Accounts: Allis-Chalmers Mfg. Co.

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2141
AAAA—ANPA—PPA

President.....G. F. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrill
Art Director.....Eric S. Heizer

Branch Office
79 Post St., San Francisco, Calif.
Phone: EXbrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.
Phone: 9-4052
ABP—ANPA

Owner-Operator.....Francis K. Glew

Radio Accounts: Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rauser's Sausage Co., Grand Rapids, Mich.

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.
Phone: MAin 4-1375
ABP—ANPA—AFA

President .....Ben Golden
Account Executives.....William Goldstein, Gus Goldman

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice
Exec. Vice-President.....Harlow P. Roberts
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir...Florence A. Neighbors
Research & Mdse.....George B. Frank
Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-2880
APA—ABP—ANPA—PPA—ABC

Chairman of Bd.....G. Ellsworth Harris
President.....Duncan D. Sutphen, Jr.
Exec. V.P. & Treas.....Arthur A. Kron
Vice Pres.....Robert F. Kendall
Vice Pres.....Arthur F. Connolly
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Radio Time Buyer.....Kathleen K. Barton

Branch Offices
Gotham de Mexico, S. A.
Bolivar 8, Despacho 607, Mexico D.F., Mexico
Director.....Edwin J. Ryan
Coudrey-Gotham Prop. Ltd.
5-7 Barrack St., Sydney, Australia
Director.....C. J. Coudrey

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-3636
ABC

Partner.....Jerome B. Gray
Partner & Radio Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, Samuel Chew, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley.
Radio-TV Dept. Head...Walter M. Erickson
Radio-TV Dir.....J. C. Hirst

Radio Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Capital Bakers, Inc. (Bread), Harrisburg, Pa.; Bell Tele. Co. of Penna. (Service), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club. (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.; Spring Garden Institute (Service),

Philadelphia, Pa.; Sunshine Brewing Company (Beer); Reading, Pa.

TV Accounts: Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa,; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Sunshine Brewing Company (Beer), Reading, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-9533
ANPA—PPA

Partners.....Julian P. Brodie, Alan Green
Space & Time Buyer.....Betty Gershon
Art Director.....Cecil Baumgarten
Production Director.....Melford Brodie
Copy Chief.....Mark Issacs

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.
Phone: CHickering 4-3900
AAAA—ABP—ANPA—APA—NOAB—PPA

President .....Lawrence Valenstein
Executive Vice-Pres.....Arthur C. Fatt
Media & Research Dir....Herbert A. Vitriol
V.P. & Radio-TV Dir.....Wm. A. Chalmers
Business Mgr. Radio-TV.....Barbara Jones
TV Prod. Mgr.....Robert Peyson
Radio Prod. Mgr.....Gerald F. Ford
Time Buyer (AM-TV).....Philip Leshem

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaco Laboratories, Inc. (Admiracion Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Bond Stores, Inc., Bernard Ulmann & Co., Inc., Long Island City, N. Y.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amsco (Cameras), N. Y.; I. P. Kleinert Rubber Co., Inc., New York.

THE GRISWOLD-ESHELMAN CO

Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232
AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....S. A. Lewis
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
Asst. Treasurer.....William A. Weaver
Dir. of Radio & TV.....John R. Schmunk

Branch Office
307 West Broadway, Louisville 2, Ky.
Phone: Amherst 2474

Donald McDonald.....Manager

Radio Accounts: B. F. Goodrich Co. (Farm Tires), Akron, O.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Tremco Mfg. Co. (Building Maintenance Materials), Cleveland, O.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.
Phone: 7-7179
ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross
Vice-President.....Beulah Gross
Art Director.....Declan Powers
Sec., Media Dir., Radio Time Buyer
Libby Dunn
Copy Chief.....James J. Osebold

Radio Accounts: (21 Local and Regional.)

ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.
Phone: REgent 1307; 0373
APA—PPA

Pres., Treas.....Arthur R. Gruber
Secretary .....E. M. Gruber
Art Director.....Donald Layman

Radio Accounts: Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone: PEnnsylvania 6-8518
ANPA

Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
Phone: 2-0492

Partners.....John L. Halpin, Marion G. Halpin
Copy Chief.....L. A. Maney
Production Chief.....E. L. Mincher
Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

TV Accounts: IUE-CIO (Trade Union), Schenectady, N. Y.

HANLY, HICKS & MONTGOMERY, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA
NOAB—ABC

Chairman of Board.....C. P. Hanly
President.....H. M. Montgomery
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Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: FRanklin 2-6440

President.....L. T. Wallace

HART-CONWAY CO., INC.

45 Exchange St., Rochester 14, N. Y.
Phone: LOcust 3520
ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart
Exec. Vice-President....Harold E. Kennedy
Vice-President .....Joseph Brown
Secretary.....John P. Street
Account Executives.....E. Ward Phillips, John M. Nixon

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.; Wegman's Supermarket Chain, Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055
ABP—ANPA—APA—NOAB—PPA

President.....George H. Hartman
Vice-President .....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio-TV Director.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.;

Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

TV Accounts: Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.

THE F. H. HAYHURST COMPANY LIMITED

38 King St. W., Toronto, Ontario, Canada
Phone: EMpire 4-9263

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
Director.....H. W. E. Pepler
Director.....D. J. Leonard
Director.....N. L. Drynan
Radio-TV Director.....R. D. Amos
Asst. Radio-TV Dir.....C. M. Harrison

Branch Office

Drummond Bldg., Peel St., Montreal, Que.
Phone: HArbour 0131

Manager.....B. J. Leopold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180
AAAA—ABP—ANPA—APA—NOAB—BPA

Chairman of Bd. of Dir.....W. D. McDonald
President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Perma Starch, Inc., Illiopalis, Ill.; Pillsbury-Ballard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Frozen Rolls, Obelisk Plain & Self Rising Flour, Prepared Baking Mixes, Animal feeds), Louisville, Ky.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.

Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.; Perma Starch, Inc., Illiopalis, Ill.; Pillsbury-Gallard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Feeds), Louisville, Ky.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAAA—ABP—ANPA

Pres., Acc't. Exec.....Al Herr
Account Executive.....John Rock
Account Executive.....Fenton Machugh
Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Mil-

waukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; King Braeger Chevrolet (Auto Dealer), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; J. E. Rau Cigar Company (Cigars), Milwaukee, Wis.

HEWITT, OGLIVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-6100
ANPA—AFA—PPA—NOA

President.....Anderson F. Hewitt
Senior Vice-Pres.....David Oglivy
Vice-Presidents.....Olin A. Saunders, Lucille Goold, Thomas G. Johnston, Rolin C. Smith, David Margaretten
Treasurer.....Shelby H. Page
Dir. of Radio-TV.....Clinton F. Wheeler
Radio-TV Creative Head.....Dean Coords
Radio-TV Time Buyer.....Florence Smith
TV Art Director.....William Binzen

Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135
ABP—ANPA—APA—PPA—NOAB

President & Secretary.....H. L. Hicks
V.P. & Treasurer.....E. H. Greist
Space Buyer.....Mrs. E. M. Sheldon
Radio & TV Director.....Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900
ABC—ANPA—APA—PPA

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Exec. Vice-Pres.....Lewis Nemerson
Vice-President.....Erwin Spitzer
Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Mgr. Radio & TV Dept...William Sheppard
Media Dir.....Julian Katz

Branch Offices
Park Square Bldg., Boston, Mass.
Phone: LIberty 2-0185
Executive-in-Charge.....Gabriel Stern
12 Orange St., Haymarket, W.C. 2, London, England

Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men's & Women's Clothing), Truval Sportswear (Men's Wear); Lane's Dept. Store, New York.

TV Accounts: Burlington Mills (Ribbons), New York; Jacques Kreisler Mfg. Corp. (Watchbands), New York; Lane's Dept. Store, New York.

W. F. HOLLAND AGENCY

Holland Bldg., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

Owner.....William F. Holland
Radio-TV Director.....Earl Holland
Production.....Robert Temmen

HOUCK & COMPANY, INC.—ADVERTISING

625 First St., S.W., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
Vice-President.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell
Radio-TV Dir. & Time Buyer...Ray Bentley

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

President.....Karl Bishopric
Time Buyer.....Nona Sonsteby
Radio-TV Director.....Wm. B. Houck
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8408
ABP—APA

Pres. & Treas.....Robert Holley
Vice-Pres.....Charles J. Cutajar
Secy. & Media Dir.....Leo Litwin

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
Providence 3, R. I.
Phone: Dexter 1-3316
AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Account Executive.....Miles T. Williams

Radio Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.: General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

TV Accounts: Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.
Phone: ORegon 9-4998

President.....Joseph R. Horenstein
Act. Executives.....Allen Law,
Mary Lewis, L. Bell
Radio & TV Dir.....J. R. Horenstein
Time Buyer.....Florence Katz

Radio Accounts: CBS-Columbia (TV Distributors), Brooklyn, N. Y.; Babylon Chamber of Commerce, Babylon, N. Y.; Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

TV Accounts: Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000

Radio-TV Director.....Wm. Philip Smith
Time Buyer.....D. H. Humm

Branch Office
15 Lewis St., Hartford 3, Conn.

Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.: Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil).

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 6100
370 Lexington Ave., New York, N. Y.
Phone: LExington 2-3020

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Vice-Pres. & Secy.....H. M. Dillerbeck
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Dir. Radio-TV (N. Y.).....Sall-- Larkin
Dir. Radio-TV (Boston)..John D. Fitzgerald

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB

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President.....Frank M. Hutchins
Vice-President.....John P. McCarthy

Vice-Presidents.....William F. Lacey, Homer C. Scheck, Raymond P. Weis.

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16-18 W. 46th St., New York, N. Y.

Vice-Presidents.....H. Pierson Mapes, Maitland Jones

1244 Dufferin St., Toronto, Que., Canada

Vice-President .....Walter Engwer

Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire, Inc., Boller-Clark, Inc., Star Palace Laundry.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co.

INTERNATIONAL ADVERTISERS

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Phone: 9-4184

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V.P. & Gen. Mgr.....Lewis N. Steenwyk
Treasurer .....Jean Foster
Space & Radio Time Buyer..Abbie Seastrom

Radio Accounts: Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Decal Co., Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324-25

Continuity Director.....M. Lovinger
Comptroller .....Zelda Prohov
Account Executives.....Sidney Bernberg, Irving Rocklin
Radio Director.....Ruth Robbins
TV Director.....Werner Haas
Production .....Betty Zidell

Radio Accounts: Walton Motors, Inc. (Chrysler Plymouth Dealer), Chicago, Ill.; Union Life Ins. Co. (Insurance), Chicago, Ill.; Linoleum City (Floor Coverings), Chicago, Ill.; Balaban Floor Covering (Floor Coverings), Chicago, Ill.; Chicago Furniture Mart (Furniture), Chicago, Ill.; Martin Jewelry (Jewelry), Chicago, Ill.; Atlas Piano Co. (Pianos), Chicago, Ill.; Town House—Town Pump (Restaurants), Chicago, Ill.; Intermission (Restaurants), Chicago, Ill.; Chicago Downs Association (Harness Racing), Chicago, Ill.; M. B. Auto Sales, Inc. (Hudson Dealer), Chicago; Radio TV Publicity Corp. (Advertising Clocks), Chicago; Roxy Rug & Linoleum Co. (Floor Coverings), Chicago; Nortown Currency Exchange (Currency Exchange), Chicago; Lake TV Sales (Television Sets), Chicago.

TV Accounts: Balaban Floor Coverings (Floor Coverings), Chicago, Ill.; Cole Finder, Inc. (Mercury Auto Dealer), Chicago, Ill.; Econ Products (Novelties), Chicago, Ill.; Modern Merchandisers (Cleansers), Chicago, Ill.; Wolack & Bauer (Women's Shoes), Chicago, Ill.; United Slip Cover Co. (Slip Covers & Draperies), Chicago, Ill.; Walton Motors, Inc. (Chrysler Plymouth Dealer), Chicago, Ill.; Roxy Rug & Linoleum Co. (Floor Coverings), Chicago, Ill.; Linoleum City (Floor Coverings), Chicago, Ill.; Kass Clothiers (Clothing), Chicago, Ill.; Mich. Blvd. Studios (Photographers), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005
PPA

Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain
Production Manager.....Gerald Duggan
Radio & TV Director.....Samuel Gallu

Radio Accounts: Pequot Mills (Sheets & Pillowcases), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.

TV Accounts: Pequot Mills.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169

President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848
ABC—ABP—ANPA—AFA

Chairman of Bd. & Pres.....Duane Jones
Vice-Pres. & Treas.....Lawrence J. Leaman
Acct. Exec. & Asst. Secy.....John Quick
Art Director.....Thomas McManus
Production Mgr.....Gerald DaCosta
Radio-TV Dir.....Brent Groves
Time Buyer.....Sarah Yores

Radio Accounts: National Re-Clean Corp. (Home Cleaner), Brooklyn, N. Y.; Vitamin Corp. of America (Rybutol, Jevanal, Vyons), Newark, N. J.

TV Accounts: National Selected Products, Inc. (7-Minit Pie Crust, Corn Muffin Mix, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-0'Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York; Vitamin Corp. of America, Newark, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—ABC—ABP—ANPA—AFA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
TV Director.....Kathryn M. Hardig
Radio Director.....C. M. Robertson, Jr.
Radio & TV Time Buyer.....Ann Smith

Branch Office
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4600
Manager.....W. A. Powers

Radio Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heekin Incorporated, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.
Phone: EXecutive 3700
ANPA

President.....Norman C. Kal
1st Vice-Pres.....Harry L. Merrick
2nd Vice-Pres.....Alvin Q. Ehrlich
Secretary.....Bernard R. Linkins
V.P. in Charge of Radio and TV
Alvin Q. Ehrlich
Copy Chief.....Fred M. Harris
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts, Huly Bray

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.
Phone: ORegon 9-4440
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh

Branch Office
333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-3060
Vice-President.....David D. Brown

Radio Accounts: Blatz Brewing Co., New York; Hickok Mfg. Co., Rochester, N. Y.; Schnefel Bros., Newark, N. J.; Jeris Hair Tonic, New York; Pierce's Proprietaries, New York.

TV Account: Blatz Brewing Co., New York, N. Y.; Hockok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223
AAAA—ANPA—PPA—ABP—APA—NOAB

President .....Joseph Katz
V.P. & Mgr.....Nat C. Wildman
Time & Space Buyer.....Alice Ross

Branch Office
10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500
Radio Director.....Robert G. Swan
Media Director.....J. T. McHugh

Radio Accounts: American Oil Co., Globe Brewing Co., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Cellowax Company (Cellowax & Bluko), Baltimore, Md.; Fish Dry Cleaning & Laundry, Baltimore, Md.; Shields-Commonwealth Co. (Custom-built Kitchens, Heating & Plumbing Equipment), Baltimore, Md.; S. & N. Katz, Inc. (Jewelers), Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkaids), Jersey City, N. J.

TV Accounts: American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co., Baltimore Contractors, Inc., Baltimore, Md.; Fish Dry Cleaning & Laundry, Baltimore, Md.; Madera Bonded Wine & Liquor Co., Baltimore, Md.; Maryland Drydock Company, Baltimore, Md.; Pompeian Olive Oil Co., Baltimore, Md.; Motor Sales Co., Baltimore, Md.; Arthur Murray Dance Studios, Baltimore, Md.; Wonder Clothes, Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkaids), Jersey City, N. J.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7400
ABC—ABP—ANPA—APA—NOAB—PPA

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel, Wm. F. Sigmund
Account Executives.....J. A. Abel, A. H. Edelson, A. A. Sarra, R. C. O'Donnell, B. K. Silverman, K. White Sonner, L. Dobrow
Production Manager...Betty Darling Gwyer
Space Buyer.....Mary M. McDougall
Media & Research Director.....Faith Feltus

Radio-TV Dir. & Time Buyer
Jeffrey A. Abel
Radio-TV Creative Dir....Robert S. Maurer
Continuity Writer.....Louise Packard
Continuity Writer.....Eunice Rein

Radio Accounts: The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash, D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Small, Jr., Inc. (Ford Dealers).

TV Accounts: Giant Food Stores (Grocery); Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dlr.), Wash., D. C.

RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915
Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Sec.-Treas., Radio Time Buyer
Ethel N. Keane
Radio Director.....Wes Battersea

Branch Office
1441 Welton St., Denver 2, Colo.
Manager Harold Neumann

Radio Accounts: American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Kortz Jewelry Co., Republic Drug Co., Seven-Up, Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476
AAAA—ABP—ANPA—ABC
Pres. & Treas.....Hal R. Keeling
Exec. Vice-Pres. & Secy..Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Lawrence T. Sogard,
Victor G. Varmo
Asst. Secretary.....Lenore R. Martin
Radio-TV Dept.
Media Dept. Mgr.....Mary C. Dill
Vice-President.....Lowell H. Stormont

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind., Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310
President .....Phil Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....T. P. Wright
Radio-TV Director.....A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: JUdson 2-1797
Partners.....M. Keilson,
J. Keilson, I. Keilson
Art Director.....Janet Sternberg
Time Buyer.....J. Keilson
Program Director.....Phyllis Pion

Branch Office
120 N.E. 6th Street, Miami, Fla. 18
Phone: 2-1141
Partner.....M. Keilson

Radio Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Wolff's Buckwheat), Penn Yan. N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone: JEfferson 8337
PPA—APA—SNPA—ANPA
President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahrndt
Secretary.....E. M. Kelly
Radio Director.....David C. Chopin

Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA

Chairman of Board.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Treasurer.....Charles H. Vasoll
Sec. & Gen. Mgr.....David C. Stewart
V.P. in Chg. Media.....Joseph Braun
V.P. in Chg. Research.....G. Maxwell Ule
V.P. and Copy Dir.....Thomas P. Carpenter
Vice-Presidents .....Malcolm Smith, John Brew, E. W. Newsom, Glenn Wiggins, Ralph Linder, George Humbert, George Beecher, William Green, George MacGregor, Donald J. Maggini
V.P. & Publicity Dir.....Hal Davis
V.P. & Radio-TV Dir.....Garth Montgomery
Radio-TV Publicity Dir.....Herb Landon
Talent Buyer.....Sylvan Taplinger
Commercial Continuity..Thomas K. Carpe
Comm. Continuity..Thomas K. Carpenter, Jr.
Time Buyer Director.....Philip C. Kenney
Time Buyers.....Mary Dwyer, Lucy Kerwin, William Hinman, Eugene Litt, Helen Hartwig

Branch Offices

Equitable Bldg., Hollywood, Calif.
Vice-Pres. in Charge.....Robert D. Wolfe
345 Griswold St., Detroit, Mich.
Vice-Pres. in Charge.....Don C. Miller
135 La Salle St., Chicago, Ill.
V.P. in Charge.....C. E. Pritchard
304 Bay St., Toronto, Canada
Vice-Pres. in Charge.....William J. Frost
805 Peachtree St., N.E., Atlanta, Ga.
Other Offices: San Francisco

Radio Accounts: Ford Motor Company (Institutional—All Prods.), Wesson Oil and Snowdrift Sales Co. (All Products), American Maize Products (All Products), White Rock Corp. (All Products), John B. Stetson (All Products), The Gorham Company (All Products), Manhattan Shirt Co. (All Products), Pepperige Farms, Inc. (All Products), Richard Hudnut Sales Co., Inc. (All Products), Beechnut Packing Co. ("Gum" and Baby Food), Bristol Meyers Co. (Resistab), Piels Beer (Piels Beer), Allied Chemical Co. (Swerl), Kellogg Company (Cereals), Lincoln-Mercury Dealers (All Products), General Electric Company, (Air Conditioning Units and Home Heating), Industrial Tape Corp.

TV Accounts: The Kellogg Co. (Cereal), Ford Motor Co. (All Products—Inst.), Lincoln-Mercury Div. (All Products), Beechnut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Piels Brewing Company, (Piels Beer).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketchum
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir....Joseph A. Jenkins
Asst. Radio & TV Dir.....Ray E. Scott
Radio & TV Timebuyer.....James B. Tafel

Branch Offices

State Street Bldg., Harrisburg, Pa.
Field Rep.....George K. Keet
1627 K Street, N.W., Washington, D. C.
Field Rep.....W. J. McIlhenny
1801 Central Nat'l Bank Bldg., Richmond 19, Va.
Field Rep.....Robert Mildford

Radio Accounts: Peoples Natural Gas Co., Pittsburgh, Pa.; Peoples First Nat'l Bank, Pittsburgh, Pa.; Colonial Trust Company, Pittsburgh, Pa.; Thorofare Markets, Pittsburgh, Pa.; Hamburg Brothers, Pittsburgh, Pa.; Chevrolet Zone Dealers, Pgh., Harrisburg, Maryland, Virginia.

TV Accounts: Peoples Natural Gas Co., Pittsburgh, Pa.; Natural Gas Companies, Pittsburgh, Pa.; Pittsburgh Zone Chevrolet, Pittsburgh, Pa.; Virginia Zone Chevrolet, Norfolk, Va.; Colonial Trust Company, Pittsburgh, Pa.; East Ohio Gas Company, Cleveland, O.; Rieck-McJunkin Dairy Co., Pittsburgh & Johnstown; Thorofare Markets, Inc., Pittsburgh, Pa.; Hamburg Brothers, Pittsburgh & Johnstown; Westinghouse NCAA (Football only).

KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Vice-President.....Samm S. Baker
Vice-President.....Horace Hagedorn
Vice-President.....R. Wetterau
Vice-President.....Frederick Russell
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Talent, Program Buyer.....Michael Gargiulo
Radio-TV Copy.....Arthur Davidson
Radio-TV Copy.....Gloria Brown
Radio-TV Data.....Helen Wanamaker
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmacal Co. (NP-27 for Athlete's Foot), Norwich. N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Gene-

va, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Liniment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries.)

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—APA—ANPA
NOAB—PPA—AFA

President .....Abbott Kimball
Vice-President.....W. C. Matthews
Comptroller .....Monica Riley
Dir. of Radio-TV.....Arthur M. Ehrlich
Assoc. Dir. Radio-TV,
Time Buyer.....Miriam Traeger

Branch Offices

900 N. Michigan Ave., Chicago 11, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: SUperior 7-5929
Manager .....Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2-6275
President .....Alfred Ducato
4015 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 7-7305
President .....Stewart Widdess

Radio Account: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

TV Accounts: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.; C. & A. Brenninkmeyer (Women's Specialty Shop), New York); British Woolens.

KING, ACKERMAN, DECKARD & BURCH, INC.

1315 N. Central, Phoenix, Arizona
Phone: 4-5548
ABP—ANPA—AFA

President.....Lew King
Exec. Vice Pres.....Lee Ackerman
Sec.-Treas. .....Leslie Ackerman
Office Manager.....David G. Price
Radio & TV Dir.....Jack Beveridge
Radio Director.....Ray Boley

Branch Office

233 E. Congress St., Tucson, Arizona
Branch Mgr.....Orland Fiandaca

Radio Accounts: First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; F. & S. Construction Co. (New Homes), Phoenix-Tucson, Ariz.; Western Village (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.; Network Productions Inc. (Radio Productions), Phoenix, Ariz.

TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
AAAA—APB—ANPA

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, R. M. Collett, Watson B. Metcalfe
General Manager.....Carter B. Helton
Treasurer & Gen. Mgr.....Carter B. Helton
Art Director.....Floyd Johnson
Production Manager.....Hap Moon
Secretary.....R. C. Mills
Account Executives.....Ralf Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....C. B. Helton
Radio-TV Acct. Execs....James E. Venable, Susanne Hinckley, Ralph Kaufman

Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Amole Company (Lime Frappe—cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

TV Accounts: Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Jack Werst, Jeweler (Jewelry), Dayton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.
Phone: LAmar 3682
APA—SNPA—ABP

Partners.....J. A. Kirkland, Frank A. White, James B. Schell
Acct. Executive.....Fred A. George, Jr.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-6110
AAAA—APA—ABP

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Jan Wilson
Account Executive.....Richard L. Tevis

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 19, N. Y.
Phone: JUdson 2-1370
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl

Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Vice-Pres.-in-Chg .....Russell Rowan

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

President.....J. H. S. Ellis
Vice-Presidents.....Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Norman Nash, Shafto Dene
Exec. Dir. TV & Radio.....Myron P. Kirk
Asst. Dir. TV & Radio.....Frank Harting
Business Manager.....Al Reibling
Time Buyer.....John Marsich
Casting .....Mickey Alpert
Directors .....Eddie Sutherland, A. A. Coughlin, Frank Burns, Hugh Brown, J. P. Ellis, Hank Ladd
Copy Chief (Radio & TV)....Norman Nash

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Madison 5315

Executive in Charge.....Martin Rice

681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433

Executive in Charge.....J. H. Hornell

Representative

Albee Bldg., Washington, D. C.
Phone: National 5506

Representatixe .....Frank Getty

Radio Accounts: General Motors, Goodyear Tire & Rubber Co., United States Tobacco Co.

TV Accounts: The Texas Co., United States Tobacco Co., Shick, Inc.

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
Phone: VErnon 3654-5-6

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Albert Klevan
Media Director.....Patricia Coan

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
AAAA—ANPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Sec. & Treas.....C. D. Kuttner
Res. & Prom. Dir.....S. S. Korshak

New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

Executive in Charge.....F. S. Kuttner

Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mrg. Co. (Holliwood Broilers), Chicago, Ill.; Shainberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Holleb and Co. (Wholesale Grocers), Frank's Dept. Store (Dept Store), Jo Bell Products (Kurl Klasp), Essaness Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Washington Shirt Co. (Men's Clothing), Chicago, Ill.; Douglas Lumber Co., Chicago, Ill.

TV Accounts: Bercraft Corp. (Appliance Distr.), Finders Mfg. Co. (Holliwood Broiler), Chicago, Ill.; Community Builders (Builders), Skokie, Ill.; Television Engineers (Servicing), Chicago, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA

President .....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Parker
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson, Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Childs' Razor Blade Co., Jonesboro, Ark.; Liberty Petroleum Co., Mt. Vernon, Ill.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

Pres. & Treas.....James G. Lamb, Sr.
Exec. V.P. & TV Dir...Kennard G. Keen, Jr.
Vice-President.....E. D. G. Garth
V.P. & Copy Chief...John O. Ellington, Jr.
Media Director.....Roy T. Lochten
Production Manager.....Walter Mazurek
Art Director.....Harold Kehl
Acct. Executives.....James G. Lamb, Sr., K. G. Keen, Jr., E. D. Garth, John O. Ellington, Jr., Thomas G. Brennan, Jr., Norman S. MacAfee

TV Accounts: John Wanamaker, Ranger Joe Cereal, Linton's Friendly Restaurants, P. J. Ritter Company, Keystone Macaroni Mfg. Co. (San Giorgio).

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8980
ANPA—APA—PPA

President.....E. T. T. Williams
Executive V.P.....Gordon K. Seagrove
V.P., Gen. Mgr.....Frank W. Mace
Radio Director.....Ray H. Kremer

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
Vice President.....E. T. Drullard
Secretary-Treas.....Vera H. Landsheft
Production Mgr.....E. T. Drullard
Art Director.....Harold F. Feltz

Acct. Executives.....Henry L. Barber, E. T. Drullard

Radio Accounts: P. J. Garvey Storage (Storage and Carting), Buffalo, N. Y.; Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

TV Accounts: Crawford Garage Doors (Garage Doors), Buffalo, N. Y.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President .....Philip J. Lane
Secretary.....N. E. Lane
Account Executive.....Michael G. Perlman

Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain); Sheer Bros. (Fabrics).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....H. Jack Lang
V.-P.-Secretary.....Alvin B. Fisher
V.-P.-Treasurer.....Fred P. Stashower
Director Radio-TV.....Alvin B. Fisher
Asst. Dir. Radio-TV.....Robert F. Gibbons
Chief Time Buyer & Asst. Dir. Radio-TV...Mary Jayne Haring
Prod. Mgr. Radio-TV.....John Cremer

Radio Accounts: The Bib Corporation (Canned Orange Juice for Baby), Lakeland, Fla.; Brewing Corp. of America (Beer and Ale), Cleveland, O.; The Burrows Brothers Co., Inc. (Office Supplies, Books, Equip.), Cleveland, O.; General Electric Supply Corp. (Electrical Appliances), Cleveland, O.; High Level Used Car Center (Used Car Dealers), Cleveland, O.; The Miller-Becker Company (Beverages), Cleveland. O.; Arthur Newman Music Shop (Sheet Music, Records, Musical Instruments), Cleveland, O.; Sears, Roebuck & Company, Cleveland, O.; Yellow Cab Co., Cleveland, O.

TV Accounts: The Bib Corporation, Lakeland, Fla.; Brewing Corp. of America, Cleveland, O.; General Electric Supply Corp., Cleveland, O.; The Kaynee Company (Boys' Wear), Cleveland, O.; The Miller-Becker Company, Cleveland, O.; The Ohio Mattress Company, Cleveland, O.

LANGHAMMER AND ASSOCIATES

511 Omaha Natl. Bank Bldg., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA

President.....Joe H. Langhammer
Ass't. to Pres.....Robert C. Lochrie

Radio Accounts: Mueller-Selby, Inc. (Distributors—Motorola), Omaha, Neb.; Metropolitan Chevrolet Dealers (Chevrolets), Omaha, Neb.; Omaha Zone Chev. Dlrs. Assn. (Chevrolets), Omaha, Neb.; Mid-America Appliance Corp. (Distributors—Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.; Carl A. Anderson, Inc. (Distributor—Rislone), Omaha, Neb.

TV Accounts: Omaha Real Estate Board (Real Estate), Omaha, Neb.; Mueller-Selby, Inc. (Distributors—Motorola), Omaha, Neb.; Omaha Zone Chev. Dlrs. Assn. (Chevrolets), Omaha, Neb.; Metropolitan Chevrolet Dealers (Chevrolets), Omaha, Neb.; Carl A. Anderson, Inc. (Distributor—Rislone), Omaha, Neb.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie

Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents .....P. Brown, A. Parker, J. Jensen, H. Genske
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-4340

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi Service), Borden's Ice Cream, Crawford Clothes, Inc., Claridge Food Products (Canned Meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Triangle Publications (Seventeen Magazine), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi Service), Philadelphia, Pa.; Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York. N. Y.; Schmidt's Beer & Ale, Philadelphia. Pa.

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Branch Office
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Radio Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc. (Newsweek Magazine), New York, N. Y.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars,) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc. (Newsweek Magazine), New York, N. Y.

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Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

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Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

Manager.....Leonard Newsteder

Radio Accounts: G. N. Coughlan (Chimney Sweep), West Orange, N. J.; Cook and Dunn (Paint), Newark, N. J.; Spandy, Inc. (Spandy), West Orange, N. J.; Harris-Upham (Brokerage), New York); Sophie Mae (Candy), Newark, N. J.; Rostwick, Inc. (Air-Gene); Bridgeport, Conn.

TV Accounts: Borck and Stevens (Bakery), Bridgeport, Conn.; Chambers Gas Ranges (Range), Newark, N. J.; Spandy, Inc. (Spandy), West Orange, N. J.; Costa Ice Cream Co. (Ice Cream), Woodbridge, N. J.; G. N. Coughlan (De Moist), West Orange, N. J.; Hensler Brewing Co. (Beer), Newark, N. J.; Harris-Upham (Brokerage), New York; G. N. Coughlan (Process 33), West Orange, N. J.; Borden's (Frozen Foods), Newark, N. J.; Colonial House Candy (Candy), Newark, N. J.

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Phone: EL 5-7785
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301 Palmetto Bldg., Columbia, S. C.
Manager .....Caldwell Withers

Radio Accounts: Brock Candy Company, Colonial Stores, Inc., Blackman Stock Company, Bank of Georgia, National Nu-Grape Company.

TV Accounts: Brock Candy Co., H. W. Lay Co.

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Radio Accounts: Santa Fe Vintage (Santa Fe Wine), Los Angeles; Horsetrader Ed (Automobile Dealer), San Francisco; State Sewing Center (Sewing Machines), Seattle.

TV Accounts: Girard's Inc. (Salad Dressing), San Rafael; Kern Food Products (Foods), Good Humor Co. of Calif. (Ice Cream), Los Angeles.

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Merchants Bakery, Inc., Norfolk, Va.; Chas. Newman Baking Co., Amarillo, Tex.; New Process Baking Co., Chicago, Ill.; Alfred Nickles Bakery, Inc., Navarre, O.; John J. Nissen Baking Co., Portland, Me.; Oak Cliff Baking Co., Dallas, Tex.; Old Homestead Bread Co., Denver, Colo.; Pan O Gold Baking Co., Piepstone, Minn.; P. F. Petersen Baking Co., Omaha, Nebr.; Phoenix Bakery, Inc., Phoenix, Ariz.; Roskam Baking Co., Grand Rapids, Mich.; Sabine Holsum Bakers, Port Arthur, Tex.; San Joaquin Baking Co., Fresno, Calif.; Shipley Baking Co., Ft. Smith, Ark.; Spengler's Bakery, Lewiston, Ida.; Sunlite Bakery, Inc., San Jose, Calif.; Turner Baking Co., Borger, Tex.; Wilke Baking Co., Beatrice, Nebr.; Williams Baking Co., Scranton, Pa.

TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Phoenix Holsum Bakery, Phoenix; Fuchs Baking Co., So. Miami, Fla.

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TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.; Chicago Title & Trust Co., Chicago, Ill.; Ecko Products Co. (Kitchen Utensils), Chicago, Ill.; Allen B. Wrisley Co., Chicago, Ill.

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Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

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TV Accounts: Maplecrest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

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911 Electric Rlwy. Chambers, Winnipeg, Manitoba
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.
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Radio .....John Hoyland
111 Sparks St., Ottawa, Ontario
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Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

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Radio Time Buyer.....Martha Ude
Radio Accounts: Champion Spark Plug, Ferry-Morse Seed Co., Pontiac Motor Div., Dow Chemical Co.
TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD

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TV Writers-Producers.....George Janda, William Bent, Norine Freeman, Michael Brown, Stanford Kaatz
Executive-Producers.....Arthur Holland, Hal Barkun, Max Holland
Radio Accounts: Dad's Root Beer, Hollands Jewelers, Chicago Coliseum, Foherman Motors, Joy Candies, Ambrosia Brewing (Nectar Beer), Legion Ice Cream Co. (Ice Cream).
TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Fohrman Motors (Autos), Hudson Dealers Asso. (Autos), Hollands Jewelers, Dad's Root Beer Co. (Dad's Root Beer), Ambrosia Brewing Co. (Nectar Beer), Roller Derby (Sports Event), New York, N. Y.; Rubin's (Women's Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

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Radio Account: Snyder Drug Stores.

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Director Radio.....Harry A. Friedenberg
Director TV.....Barnett Friedenberg
Branch Office
919 North Michigan, Chicago, Ill.
Phone: Whitehall 4-2651
V.P. in Charge.....Sheppard Chartoc
Radio Accounts: D-Con Company (D-Con), Chicago, Ill.; House of TV (Television), Chicago, Ill.; Lee TV (Television), New York, N. Y.; Galgano Distributing Co. (Phonograph Records), Chicago, Ill.; Allen Card Co. (Greeting Cards), New York, N. Y.; Bankers Life & Casualty Co. (White Cross Hospitalization), Chicago, Ill.; Bemac Enterprises (Perfumes), Memphis, Tenn.; House of Goddard (Quilt Lady, Perfex Electric Shaver), Chicago, Ill.; United Enterprises (Fli-Pel), Chicago, Ill.
TV Accounts: R & F Company (Toys), New York, N. Y.; Garrick Music Shops (Music), Chicago, Ill.; Plantation Estates (Real Estate), New York, N. Y.; Mizin Mfg. Co. (Furniture Accessories), New York, N. Y.; Raven Mills Corp. (Textiles), New York, N. Y.; B & B Toy Mfg. Co. (Educational Toys), New York, N. Y.; Camer

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TV-Radio Director.....Curt A. Peterson
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TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

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TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

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Manager.....L. J. Sholty
Radio Account: Gillette Safety Razor Co.

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Treasurer.....James P. Shelley
Production .....Edith Hemphfling
Media Director.....Madelyn Miles
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TV Accounts: Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer).

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310 Public Serviee Bldg., Portland 4, Ore.
Mgr.....Willard E. Wilson

Radio Accounts: Altes Brewing Co., American Trust Co., American Safety Razor Corp., Broadway Dept. Store, Inc., California Packing Corp., California Wine Association, Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Coldstream Products Co., Columbia Records, Inc., Cowles Magazines, Inc., Crowell-Collier Publishing Co., Frank Fehr Brewing Co., Gruen Watch Co., W. P. Fuller & Co., Lee Pharmacal Co., The Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., The Ohio Bell Telephone Co., Pacific Power & Light Co., Pharma-Craft Corporation, Portland Gas & Coke Co., The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Trans-Canada Air Lines.

TV Accounts: Altes Brewing Co., American Safety Razor Corp., Bell Brand Foods, Ltd., California Packing Corp., Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Clark Brothers Chewing Gum Co., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Co., Frank Fehr Brewing Co., W. P. Fuller & Co., Gruen Watch Co., Hale Bros., Inc., "Junket" Brand Foods, Lehn & Fink Products Corp., The Leisy Brewing Co., Lucky Lager Brewing Co., Manufacturers Trust Co., The Maytag Company, Milk Foundation, Inc., National Biscuit Co., The National City Bank of Cleveland, The Ohio Bell Telephone Co., Pepsodent Div.—Lever Bros. Co., Pharma-Craft Corporation, The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Vim Electric Co., Inc., Westinghouse Electric Corp.

McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
Phone: 6-5333
NOAB—ANPA—APA—SNPA
Owner-Manager.....James L. McCormick
Art Director.....Stefan Kramer

Radio Accounts: Shamrock Oil & Gas Corp.

L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PPA—ABC
President.....L. E. McGivena
Exec. V.P., Copy Chief....Howard W. Roper
Secretary.....John W. Brennan
Art Director.....Samuel Josephs
Production Manager.....James J. Preston
Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone: LOcust 7-4737
ANPA—PPA—APA
President.....Roy J. McKee
Vice-Pres. & Treas.....David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-Pres., Mdse.....Howard H. Yaw
Secretary.....T. E. Libby

Radio Accounts: Western Maryland Dairy. Phila. & Reading Coal & Iron Co., General Ice Cream Corp., Breyer Ice Cream Co., Breakstone Bros., Inc. (Dairy Products), New York, N. Y.

TV Accounts: General Ice Cream Co., Breyer Ice Cream Co., Phila. & Reading Coal & Iron Co., Breakstone Bros., Inc., Renuzit Home Products Co., Keebler-Weyl Baking Co. (Biscuits & Crackers), Phila.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5192
ANPA—ABC—APA
President.....James M. Baxter
Vice-Pres., Sec.-Treas.....J. W. Thain

Branch Offices

47 Fraser Ave., Toronto, Ont. Canada
Manager.....E. W. Brodie

Paris Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
Province Bldg., Vancoucer, B. C., Canada
Manager.....W. J. Sandstrom
376 Strand, London, W.C. 2, Eng.
Acting Manager.....H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
ANPA—PPA—NOAB—APA—SNPA
President-Treasurer .....Louis Mclamed
Vice-President.....S. E. Melamed
Secretary.....M. O. Gooder
Media Director.....Jon Bjornson
Branch Offices
E. 906 First National Bank Bldg., St. Paul 1, Minn.
Manager.....E. T. Holmgren
Melamed-Hobbs, Baskin & Livingston
333 . Michigan Ave., Chicago 1, Ill.
Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co., Lan-O-Sheen, Inc., Minnesota Farm Bureau Federation, Milk Foundation of Minnesota.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
ANPA—PPA—AAAA—NOAB—APA
President.....Arthur E. Meyerhoff
General Manager.....J. H. Black
Financial Manager.....J. A. Johnston
Director of Radio & TV..Benjamin J. Green
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....Carol Colby
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Manager .....George Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority, Clark's Super Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President.....C. L. Miller
Treas., Radio & TV Dir.....G. V. Carhart
Sec., Radio & TV Dept.....L. L. Hoffman
Secretary.....P. P. Hoffman
Spot Time Buyer.....Miss R. Driscoll
Branch Office
333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640
Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Linit, Niagara Starch), Bachman Choc. Mfg. Co. (Old Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).
TV Accounts: Corn Products Sales Co. (Niagara Starch).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA—ABC—ABP—ANPA—APA—CAN
NOAB—PPA
President.....Dan B. Miner
Exec. Vice-Pres.....J. C. Morse
Vice-Presidents.....I. M. Greer,
Hildred Sanders, Richard Glover
Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Dirs.....Robert Black,
Arthur Trask
Radio TV Accounts: American Beauty Macaroni (West Coast Div.) (Macaroni), Los Angeles; Forest Lawn Co. (Mortuary & Cemetery), Glendale; Lakewood Park, Inc. (Houses), Lakewood Park; Interstate Bakeries Corp. (Weber Bread), Kendall Foods, Inc. (Dog Foods), Smart & Final Co. (Foods); Bu-Tay Products Ltd. (Raindrops); Freemans Frozen Foods (Fish); Blue Cross Plan (Health Insurance).

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: CO 5-2480
ABP—ANPA—PPA
President .....Emil Mogul
Secretary-Treasurer .....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
Vice-Presidents.....Seth D. Tobias,
Myron A. Mahler, Rino Negri, Milton Guttenplan
TV Dir.....Carlo de Angelo
Radio & TV Time Buyer...Helen Munroe
TV Producer.....Lee Reynolds
Production Manager.....Al Mauro
Art Director.....William Jacoby
Media & Research Dir.....Joel Martin
Copy Chief.....Maxwell Sapan
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriolo Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Napa Valley Grape Prod. (Colombo Wine), New York, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co. (Macaroni & Spaghetti Prod.), Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Somnyl Pharmacal Corp. of America (Nu-Pax), New York; Blue Ridge Textile Co., New York; Klein Bros. (Kaybee Silks), New York; Knomark Mfg. Co., Inc. (Esquire Boot Polish), N. Y.; Modern Industrial Bank. New York; Rock-Flint (Flints), Far Rockaway, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; M. Wile & Co.,

Inc. (Don Richards Men's Clothes), Buffalo. N. Y.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V.P. & Time Buyer.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BR 9-5950
ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
Exec. Vice-Pres.....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
V.P. & Copy Chief.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir....Walter J. Andree
Secy. & Treas.....William G. Carmody
Media Director.....Frank E. McElmoyl
TV Director.....W. L. Wernicke
Time Buyer.....Kathryn Shanahan

Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
Phone: PL 7-3060

V.P. Chg. Midtown Office..Muriel Johnstone
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4194
ANPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Account Executives.....Jack Kerr, L. W. Hobson, John Burton
V.P. in Chg. Radio-TV.....James C. Morgan
Production .....John Burton
Time Buyer.....Terry Brady
Copy Chief.....Audrey Sharpe

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Manager.....Porter Anderson

Affiliate
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice
Chief Executive....Raymond R. Morgan, Jr.

Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap); Institute of Religious Service, Neb. Beverage Co.

TV Account: Neb. Beverage Co. (Par-T-Pak).

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-4600
APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer
President .....J. Patterson
Exec. Vice-Pres. & Treas.....M. F. House
Space Buyer.....F. D. Davies
Mgr. Radio & TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Director of Prod.....M. K. Burkett
Group Prod. Mgrs.....W. W. Williams, D. R. Quist, W. J. Berey
Sr. Art Director.....L. Szalay
Group Art Directors.....E. Ellis, S. Nagle
Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland, Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics), Alfred D. McKelvey Co. (Seaforth Men's Toiletries).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone: MUrray Hill 2-4939
PPA—ANPA

Partners .....Henry Eisen, Rose Moselle
Copy Chief, Publicity Dir...Mildred Barsky
Art Dir., TV Prod....Frederick H. Cassens
Production Manager.....M. Baumstein

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 4-6141
ABP—ANPA—APA—NOAB—PPA—SNPA

Pres. & Treas.....Arthur S. Cotins
Asst. to President.....Robert MacFarland
Vice-Presidents.....James N. Brown, L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir...A. Montgomery Huntington
Sp. Buyer & Research Dir..Miss L. B. Mang
Asst. Sp. Buyer..Miss Christine H. Van Dyke
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director....R. Del Dunning
Account Executives.....Arthur S. Cotins, James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes

Radio Accounts: Animal Foundation, Inc.

(Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; Empire Crafts Corp. (Silverware), Newark, N. J.

TV Accounts: C. A. Durr Packing Co. (Meat Products), Utica, N. Y.); General Ice Cream Corp. (Sealtest Ice Cream), Utica, N. Y.; Honey Butter Products Corp. (Honey Butter), Ithaca, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
ABC—ABP—ANPA

President.....Joseph H. Moss
Vice-President.....Martin W. Jacobson
Radio & TV Dir.....Miles Shefferman

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA—PPA

President.....C. W. Muench
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Glenn E. Martin

Radio Accounts: Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....Walter Kelly
Radio & TV Director.....James G. Zea
Time Buyer.....Harriette Belille

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAAA—ANPA—PPA—NOAB—APA
ABC—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir...Allan Wallace
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-4230

Pres., Radio Time Buyer...William Rogow
Account Executive...Stewart Pierce Brown, Yale Shafer
Personnel Director.....Harriet Barnett

Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.; Bond Stores, Inc. (Clothing), New York.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555
APA

President.....Ralph A. Nelms
Secretary.....Irene A. Bass
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: CIrcle 5-5431

Assoc. TV Producer.....Jack Landt

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmacal Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Radio Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.; Perma Stone Co. (Bldg. Materials), Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; Hosid Prods., Inc. (Rug Cleaner), Syracuse; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Golub Corp. (Super markets), Schenectady; Hosid Products, Inc.; Empire State Distributors (Arvin TV); National Pressure Cooker Co.; Nemeth Motors Inc., Troy.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-3470

Owner .....Ted Nelson
Script Director.....Ralph Tollnis
TV Directors.....Perry Bruskin, Charles Durand

Radio Accounts: Edlic Electronics Corp., Delta Supply Co., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York.

TV Accounts: Authentic Publications, New York; Gothams Professional Basketball Team, New York.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-4435
ABP—ANPA—APA—NOAB

Ch. of Bd. & Treas.....M. T. Newman
Pres., Radio Dir.....Hunter Lynde
Exec. Vice-Pres.....Kenneth F. Small
V.-P.-TV Dir.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde

Branch Office

1313 Congress Bldg., Miami, Fla.
Phone: 3-6359

Vice-President.....Allan C. Gottschaldt

Radio Accounts: Jax Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Nickle Tackle Co. (Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer), Jacksonville, Fla.

ELLIOTT NONAS, ADVERTISING

417 East 54th St., New York 22, N. Y.
Phone: MU 8-2937

Owner .....Elliott Nonas
Art Director.....Bert Lief
Media Director.....Margo Burke
Production Mgr.....Ava Morgan

Radio Accounts: Teldisco, Inc. (Zenith Radio & Television, Tracy Sinks & Kitchens, Thor Washers, International Harvester, etc.), East Orange, N. J.; Olson & Co., Inc. (Du Mont Television), Philadelphia, Pa.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

TV Accounts: Teldisco, Inc. (Spot Announcements), East Orange, N. J.; Old Dutch Coffee Co., Inc. (Old Dutch Coffee), New York, N. Y.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
AAAA—ABP—ANPA

President.....R. T. O'Connell

Exec. Vice Pres.....Ethel Merklen
Vice President.....George Miller
V.P. Chg. of AM-TV.....David D. Polon

Radio Accounts: Champion Implement Corp. (Spray Gun), New York, N. Y.; Dean Ross Piano Studios, Inc. (Piano Method), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Noble Pine Products Co. (Pharmacal Products), Newark, N. J.; Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.

TV Accounts: Bonomo Culture Institute (Physical Culture Pub. & Equip.), New York, N. Y.; Pomatex Co., Inc. (Brilliantine), New York, N. Y.

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: CEntral 8380
ABP—ANPA—PPA—APA—NOAB

President.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas, J. W. Goldstein
Radio-TV Director.....Margaret H. Nelson
Account Executives.....H. A. Thomas, J. W. Goldstein, James Spencer, M. H. Nelson, R. Mahon, James J. O'Neal

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Vess Bottling Co. (Vess Beverages), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.; General Grocer Co. (Topmost Foods, Manhattan Coffee); Dining Car Coffee Co.; Vestal, Inc. (Wax-Rite), St. Louis.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—ABP—ANPA—AFA

Partner.....Ward H. Olmsted
Partner.....John T. Foley
Acct. Executive.....Clarence H. Russell
Dir. of Radio & TV.....James D. McTighe
Acct. Executive.....John K. Mortland
Acct. Executive.....Robert B. Pile

Radio Accounts: 1st National Bank, Minneapolis, Minn.; King Midas Milling Company (King Midas Flour & King Midas Feeds), Minneapolis, Minn.; Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Chun King Sales, Inc. (Oriental Foods), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Red Owl Stores (Grocery Products), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes — Dallas, Texas), Minneapolis, Minn.; Kaiser-Frazer Dealers, Inc. (Automotive), Minneapolis, Minn.; Schmidt Brewing Company (Beer), St. Paul, Minn.; Laser Laboratories (Natcol Hair Lotion), Minneapolis, Minn.; Brechet & Richter (Gold Cross Beverage Base), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4470
ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
Partner.....Edw. H. Larson
Exec. V.P.....Walter Zivi
Controller.....J. O. Webb
Sr. Acct. Exec.....W. P. McWilliams
New Bus. Dir.....F. G. Stein
Acct. Execs.....Elmer Silha, John Cherbo, Norman Larson
Merch. Mgr.....R. J. Smasal
Merch. & Pub. Dir.....J. Littleton
Media Dir. & Radio-TV Buyer Marshall Edinger
Prog. Director.....Stan Kaatz

Branch Offices
290 Madison, New York City
Phone: MU 5-1464

Manager .....M. Robinson
7 Trinity Sq., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Vice-Pres. .....Eldon Sullivan
Vice-President .....Arthur Livingston
Sec.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergman

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.

Exec.-in-Chge. .....Richard Piggs

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.

TV Account: Andrew Jergens Co.; Bosco, New York, N. Y.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400
ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-Presidents .....Marc Scixas, William J. Jost, John J. Schneider
Director of Media.....James B. Daly, Jr.

Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern

Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemium (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.
Phone: Dr 7250
ABP—ANPA—APA—PPA

President .....Merrit Owens
Vice-President.....R. Grant Neds
V.P. & Production Mgr.....Glenn A. Scott
TV Director.....Earl Allvine
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.; Joe M. O'ffill Motor Co. (Nash Dealer), Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'ffill Motor Co., Kansas City, Kan.; Feld Chevrolet, Kansas City, Kansas; Gorman's (Dept. Store); Home Federal Savings & Loan Assn.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2885
ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA—NOAB

President.....W. H. Horsley
Secretary.....H. O. Stone
V.P. & Radio TV Dir.....Trevor Evans
Asst. Radio Director.....Mary Peacock

Branch Offices

715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021

V.P. & Manager.....Milton Foland

601 Review Bldg., Spokane, Wash.
Phone: Madison 6479

Manager .....Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Ivar's Acres of Clams (Seafood Restaurant), Cowman-Campbell Paint Store (Paint), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Union Fed. Savings & Loan Assn., Seattle; Lang & Co. (Gold Seal Coffee), Seattle; Oil Heat Institute, Seattle.

TV Accounts: Pacific Lincoln Mercury Co. (Linc. & Merc. cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Federal Old Line Ins. Co., Seattle; F. B. Connelly Co. (Home Appliance Distributor), Seattle.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055
PPA

President-Treasurer.....C. H. Pearson
Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, John Schuman
Radio-TV Director.....Arthur J. Daly
Asst. Radio-TV Director....Donald Blauhut

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford. Conn.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings). Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1500
AAAA—ABC—ABP—ANPA—APA

President.....Thomas L. L. Ryan

Vice-Presidents.....T. C. Fisher, Donald R. Shaw, Jack Skolnik, John MacKay, Wilfred Roberts
V.P. in Chg. Radio-TV..Wilfred S. Roberts
Media Director.....Richard S. Bean
Time Buyer.....Donald Quinn
Program Supervisor.....Elizabeth C. Shay
Program Asst.....Edward Brown
Radio and TV Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
Partners.....William L. Phillips, Charles C. Ramsey
Account Executive.....Fred J. Volz
Media Director.....Robert F. Lewis
Radio-TV Prod. Dir.....Orva W. Huff
Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dennison Mattress Co., San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.
TV Accounts: Arden Farms Co., Dennstedt Electro Mart, General Electric Appliance, Walker's, San Diego, Calif.; First Nat'l. Bank, San Diego, Calif.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 6131
ABP—ANPA—AFA
Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk Jr.
Acct. Execs.....Sam Riklin, Luke Collins, Ben Tamborello
Public Relations Dir.....Jim Battersby
Radio Director.....L. Jerry Spengler
TV Director.....A. J. Zlabovsky
Radio Accounts: The Pearl Brewery (Pearl Beer), San Antonio, Tex.; Joske's of Texas (Department Store), San Antonio, Tex.; Taylor Bedding Mfg. Co. (Morning Glory Mattresses & Matching Box Springs), Taylor, Tex.; Handy Andy Community Stores), San Antonio, Tex.; Fehr Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.
TV Accounts: The Pearl Brewery (Pearl Beer), San Antonio, Tex.; Joske's of Texas (Department Store), San Antonio, Tex.; Taylor Bedding Mfg. Co. (Morning Glory Mattresses & Matching Box Springs), Taylor, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company (Fair Maid Bread & Cakes), San Antonio, Tex.

R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Gr 5775
ANPA—APA—NOAB—PPA
President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB
President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 6490
President.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Radio-TV Director.....George L. Prater
Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873-4
APA—ABP
President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. G. Petersen
Radio Dir. Chg. Research...J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries, Miss Morris Candies, Zip Co., Red Wagon Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone: BErgen 4-2332
Pres., TV Dir., Acct. Exec..Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
Secretary .....Sol Chasnoff
Prod. Mgr.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Account Executives...B. Wilman, G. Fiore, J. Critelli
Radio Accounts: China Clipper (Restaurant), Jersey City, N. J.; D. Wolff & Co. (Credit Clothing), Newark, N. J.; Stage Coach Inn (Night Club), S. Hackensack, N. J.; Alexander Beverages (Soft Drinks), Paterson, N. J.; New School for Modern Music (School), Newark, N. J.; Newark School of Auto Body Repair (School), Newark, N. J.; Craft School of Auto Body Re-

pair (School), Jersey City, N. J.; Globe-Bremner Fur Co. (Retail Furrier), New York, N. Y.; Rosant Schools of Upholstery (School), Newark, Passaic, Paterson, N. J.; Macnde & Co. (Appliances), Union City, N. J.; Upholstery Institute (School), Camden, N. J.; Casino Beach & Pool (Swimming Pool), Long Branch, N. J.; N. J. Association of Technical Schools (Schools), Newark, N. J.; Campo Auto Sales (Used Cars), Little Ferry, N. J.; Cav-Bro Hair Preparations (Tonic, Shampoo, etc.), Cliffside Park, N. J.; Bill Williams Auto Exchange (Used Cars), Jersey City, N. J.; Garion Auto Exchange (Used Cars), Little Ferry, N. J.; Gus Lesnevich Champ Motors (Used Cars), Cliffside Park, N. J.; Rev. Rittenhouse (Religious Program), Fairmont, W. Va.

TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; Afco Sales Corp. (Mail Order Items), Jersey City, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Time Buyer.....Dorothy L. Parsons

Branch Office
Hollywood 28, Calif.

Exec. Vice-Pres.....E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager.....E. G. Naeckel

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP

President.....Wilbur W. Randall
Production Manager...Muriel M. O'Connor
Art Director.....Bernard S. Vinick
Radio & TV Director.....Florence F. Grady

Radio Accounts: Sir Allo Shoe Clinic, Hartford & New Haven; Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.; State Line Potato Chips, N. Wilbraham, Mass.

TV Accounts: George E. Dewey Co.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: CAdillac 1-4662
ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-President.....Hal. G. Trump
Secy. & Copy Chief.....George B. Dow
Radio Director.....R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Art Director.....R. P. Lachenauer
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack, Hal G. Trump, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droege

Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—PPA—ABP—APA

Owner.....Milton C. Tander
Art Director.....Henry Krupinski
Production Manager.....Margaret McDade
Publicity Director.....Rita Levine
Research Director.....Shirley Trinker

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: MArket 3-5100
AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach
Vice-Presidents .....Howard Sands, Francis R. Risley
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz

Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-4176

Vice-President.....Weston W. Hill

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, K. P. Torgerson, Wm. C. Schneider
V.P. & TV Dir.....R. E. Neff
Radio Dir.....Wm. S. Shepherd
V.P. & Media Director.....K. P. Torgerson
Time Buyer.....Philip Archer

Branch Office
625 Market St., San Francisco 4, Calif.
Phone: YUkon 6-0678

Exec.-in-Charge.....H. R. Ohleyer

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ANPA—APA—NOAB—PPA—CCA

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents .....Gordon Taylor, C. C. Stevens, J. J. Finn
Radio-TV Director.....Frank M. Baker
Media Director.....Robert McKericher
Space Buyer.....J. F. Brown

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Gary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), Lehon Co. (Mule-Hide Roofing), Chicago, Ill.; Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Powder-ene Rug Cleaner), Racine, Wis.; Photo Finishers (Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; Photo Finishers Assoc. (Cameras), Chicago, Ill.; International Sports Show, Chicago, Ill.; Weed Chains (Tire Chains), York, Pa.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CApital 7-7611
ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
Art Director.....Harry Goodman
Production Manager.....Robert W. Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer Thomas J. Bowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.

Radio-TV Accounts: Hampden Brewing Co., Willimansett, Mass.; Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester Pies.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA

Owner .....Emil Reinhardt
Director, Radio & TV.....Joseph Connor
Account Executives....James C. Prindiville, James B. Innis, Roland Irving
Timebuyer, Radio & TV.....James C. Resor

Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Grocers Milk Company (Milk & Dairy Products), Oakland, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.; Old Home Bakers (Bread), Sacramento, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; S. F. Brewing Corp. (Beer), San Francisco, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
Phone: PLaza 7-8035
ABC—ABP—ANPA—APA

President .....Joseph Reiss
Vice-President .....Harold Reiss
Sec.-Treas.....B. M. Reiss

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), S. Klein (Retail Apparel), Princess House Closets (Closets & Accessories), Arthur Brown & Bro. (Art Supplies), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Slater Electric & Mfg. Co., Woodside, L. I.

TV Accounts: Decorative Cabinet Corp. (E-Z-Do Closets & Accessories), Princess House Closets (Closets & Accessories), Aristocrat Leather Products Co. (Inner Sanctum Billfolds), New York, N. Y.; Gemex Co. (Watch Bands), Union, N. J.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverly 6157
ABC

President.....Edward W. Reynolds
Vice-President.....C. W. Reynolds
Sec. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Manager.....M. Landmann
Copy Chief.....N. Stuart Walton
Radio Director.....G. E. Howard
Radio Time Buyer.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives....C. Warren Reynolds, H. D. R. Newby, E. M. Spink, J. H. Mitchell

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
Phone: LAncaster 3745

Exec.-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA—ABP—ANPA—APA
NOAB—PPA

Chairman & Pres.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum
Sec.-Treas .....Duane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Art Director.....John Sidebotham
Research-Mdsg. Direc.....William J. Shine
Copy Chief.....E. A. Gray

V.P., Radio & TV Dir....John S. Davidson
Time Buyer.....George Pamental

Branch Offices
221 N. La Salle St., Chicago, Ill.
Manager.....French L. Eason

HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec.-in-Charge .....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec.-in-Charge.....Greacen Mitchell

Radio Accounts: Natl. Sugar Refining (Quaker Sugar), Mishawaka Rubber & Woolen Mfg. Co., U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products).

TV Accounts: U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-2334
ABP

Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....R. Bowers
Production Mgr.....D. Blaine
Account Executive.....Morton Stern

Branch Office
230 Boylston St., Boston 16, Mass.
Exec.-in-Charge.....Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-Charge.....Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Gloria Riebel
Radio-TV Director....Robert W. Thompson

Radio Accounts: Bank of Louisville, Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131
AAAA—ABP—ANPA—APA—PPA

President .....Lee Ringer
Production Manager.....Robert Brown
Art Director.....Russell Furstnow
Account Executives.....Charles Hawkins, Norman Church
Copy.....Carl C. Wickstrom
Head Radio-TV Dept.....Ilse Stein

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone: MAdison 6-2291

Owner.....John H. Riordan
Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry, F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif., Doyle Packing Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

Owner .....Dan Rivkin

Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Royal Shoe Stores, Philadelphia and suburbs; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; Huskey, Inc. (Furniture), Phila., Pa.; New York Sample Dress Shop, Phila., Pa.; Mitchell's Furniture, Phila., Pa.; Stanley's Correc. Shoes, Phila., Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Radio Dir.....Larry Kraft
TV Director.....Talbot Johns
Production Manager.....T. H. Tomlin
Art Director.....Don Dubois
Media Dir.....R. C. Neuman

Branch Office
801 Kohl Bldg., San Francisco, Calif.
Phone: DO 5407

Radio Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; California Federal Savings & Loan Association (Savings & Loan), Los Angeles, Calif.; Culver City Auto Dealers Assn. (Automobiles), Culver City, Calif.; Great Western Savings and Loan Association (Savings & Loan), Los Angeles; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; Pasadena Savings and Loan Association (Savings and Loan), Pasadena; Pioneer Savings and Loan Association (Savings and Loan), Los Angeles.

TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix, etc.), Los Angeles; California Federal Savings and Loan Association (Savings and Loan), Los Angeles; Federal Savings & Loan Institute of California (Savings and Loan Association), Los Angeles; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Company (Radio and Television Receivers—Mfg.), Los Angeles, Calif.; Frawley Corporation (Paper-Mate Ball Point Pens),

(Ball Point Pens), Los Angeles, Calif.; Pasadena Savings & Loan Association (Savings and Loan), Pasadena, Calif.; Republic Federal Savings and Loan Association (Savings and Loan), Los Angeles; Western Federal Savings and Loan Association (Savings and Loan), Los Angeles; Wilshire Federal Savings and Loan Association (Savings and Loan), Los Angeles.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier, M. F. Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blueing), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3850
ABP

Owner-Copy .....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB

President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
Radio-TV Director.....Edward E. Kash

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.
Exec. V.P. & Mgr .....B. G. Wasser

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975
AAAA—ABP—PPA

President .....Manus Roizen
Vice-President.....Arthur H. Rich
Radio-TV Dir.....Robert F. Frank

Radio Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; City Auto Wash, Inc. (Auto Wash), Buffalo, N. Y.; Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furninture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Saul's Auto Sales, Inc. (New Car Dealer), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

TV Accounts: Magnus Beck Brewing Co. (Beer, Ale), Buffalo, N. Y.; Geo. A. Knerr Co. (Furnace Dealer), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Saltzman's (Bakery), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Studebaker Dealers Assn. (Studebaker), Buffalo, N. Y.; Troup Engineering Co. (Garage Door), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
AAAA—ABC—ANPA—CAAN

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto) .....R. J. Avery
Treasurer..... Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward

137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks).

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—AFA

Owner.....Charles E. Rose
Art Dir.....Norman Helford
Space & Radio Time Buyers.William Perry, M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Prod. Mgr.....Ina M. Peters
Branch Office
3719 Reading Rd., Cincinnati 29, O.
Manager.....L. C. Brown
Radio Accounts: Bailey Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
Phone: LUxemburg 2-3550
ABP—ANPA—APA
President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Media Director.....G. M. Rundbaken
Vice-President.....Vaughn C. Hannington
Production Manager.....John A. Boulle
Art Director .....Andrew K. Nelsen
Comptroller & Off. Mgr....H. J. Carmichael
Account Executive.....Irl W. Rose 2nd, Vaughan C. Hannington, John A. Boulle
Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926
Buyer .....Irving Rosen
Production Mgr.....E. Wayne
Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmacal Co., Astoria, L. I., N. Y.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
Phone: CHickering 4-4420
ABP—ANPA—NOAB—PPA—APA
President .....Harold Chartow
Vice-Pres.....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Radio & TV Dir.....Lillian Klineman
Radio Accounts: Myer 1890 Beverages, Miner's Inc.
TV Accounts: Monarch-Saphin (Retail Store), New York.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
Los Angeles 48, Calif.
Phone: BRadshaw 2-5608
ABP—APA
Owner—Radio Dir.....A. James Rouse
Art Director.....John Fish
Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN

32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600
Partners.....David Finn, William Ruder

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 4340
AAAA—ABP—PPA—ANPA
President.....C. L. Rumrill
Vice-Presidents..G. M. Prince, H. R. Hanson
Secy-Treasurer.....G. G. Wallington
Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The Pleasant Valley Wine Co., Brighton Place Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.
AAA—ABP—APA—PPA—SNPA
President .....Lowe Runkle
Vice-Pres.....Roger Pishny, Monty Mann
Secretary .....Irene Gammel
Production Mgr.....Ray Cooley
Acct. Execs....Harold Kranz, Roger Pishny, Howard Neumann, Monty Mann
Dir. of Radio.....Howard Neumann
Dir. of TV.....Bob Swysgood
Art Director.....Hugo Lindberg
Radio Accounts — Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Cain's Coffee Co. (Coffee, Tea, Spices), Dryer, Clark & Dryer Oil (Motoroil, Gasoline), Dulaney's (Appliance Distributors), Liberty Natl. Bank (Banking Needs), Merit Mills, Inc. (Feeds), Okla. Operating Co. (Laundries), Oklahoma City, Okla.; Simpson Auto Co. (Fords & Service), Oklahoma City, Okla.; Local Federal Savings & Loan, Oklahoma City, Okla.; O.K. Storage Co., Oklahoma City, Okla.
TV Accounts: Dulaney's (Appliance Distributors), Oklahoma City & Tulsa, Okla.; Okla. Operating Co. (Laundries), Southwestern Bell Telephone (Public Relations), Cain's Coffee Co. (Coffee, Tea & Spices), Oklahoma City, Okla.; O.K. Storage Co., Oklahoma City, Okla.; Liberty National Bank & Trust Co., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
Chairman of the Board...Frederick B. Ryan
President .....Frederick B. Ryan, Jr.
Exec. V-P & Treas.....Cal J. McCarthy
V-P & Asst. Treas.....J. B. Ball
V-P, Dir. of Radio & Tel...Willson M. Tuttle
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Business Mgr.....Grant Y. Flynn
Prod. Mgr. .....John G. Cole
Script Editor .....Sidney Slon
Network Time Buyer...Bernard Rasmussen
Dir. of Publicity.....Bernard Zwirn
Exec. Prod. of Telev. Films..Marshall Grant
Dir. Talent & New Pgms.....David Nyren
Senior Director .....Robert S. Steel
Canadian Liaison.....Louis de Milhau

Casting Director .....Katherine McMahon
Television Art Director.....Pud Lane
Film Prod. Spvr.....Norman Matthews
Asst. Supervisor.....Roly Howe
Dir. of Radio & TV Cont....Frank Dennis

Branch Offices
360 North Michigan Ave., Chicago 1, Ill.
Phone: FINancial 1833

Western Manager.....Paul E. Watson
Chicago Manager.....William P. Littell
Sr. Vice-President .....P. E. Watson
Sr. Vice-President .....W. P. Littell
Director Radio & TV.....R. W. Metzger
Charge of Production.....N. E. Heyne
Time Buyer and Bus. Mgr.....Holly Shively
Asst. Time Buyer.....Victor Lund
Commercial Director.....Irene Small
Producer (TV) .....Lee Randon
Producer (AM) .....Warren Johnson
Producer (TV-AM) .....Frank Blotter
Producer (TV) .....James Taylor
Producer (AM-TV).....Walter Daspit

Branch Offices
7430 Second Blvd., Detroit 2, Mich.

Vice-President.....J. O. Weiser

Carew Tower, Cincinnati 2, Ohio

Vice-Pres. & Manager.....John L. Magro

505 N. Ervay St., Dallas, Texas

Manager .....Roger Bacon

812 Olive Street, St. Louis 1, Mo.

Senior Vice-Pres. .....Oscar A. Zahner

712 Main Street, Houston 2, Texas

Vice-Pres. & Mgr.....W. Van A. Combs

1218 Third Ave., Seattle 1, Wash.

V.P. & Manager.....F. G. Mullins

235 Montgomery St., San Francisco 4, Cal.

V.P. & Manager.....John L. Harvey

1680 No. Vine St., Hollywood 28, Cal.

V.P. & Manager.....Tod Reed

2 Toronto St., Toronto, Ontario

Manager .....Gordon Ralston

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Brewery Co., American Kitchens, Ampro Corp., Autopoint Co., Baldwin Piano Co., Beltone Co., Burgess Batteries, Capitol Fritos Inc., Chasers Inc., Chrysler Corporation, Dodge Div., Comfort Mfg. Co., Consolidated Royal Chemists, Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dodge Dealers Association of Boston, Chicago, Cincinnati, Cleveland, Columbus, Greater Detroit, Metropolitan New York, Los Angeles, Pittsburgh, St. Louis, Seattle, Toledo, Dr. Pepper Co., Druggists Supply Corp., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Frankenmuth Brewing Co., Fritos Inc., Fyr Fyter Co., Galveston-Houston Breweries, General Shoe Co., Goodall Fabrics Inc., Greisedieck Brothers Brewery, Hancock Oil Co., Hollywood Candy Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Kroger Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Marhoefer Packing Co., Markus Campbell Co., Mason Shoe Co., Motorola, Inc., Arthur Murray School of Dancing, Muzak, Nalley's Inc., Norito Co., Old Reading Brewery, OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Jacob Schmidt Brewing Co., Servel Inc., Servel International Inc., Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., Trailmobile Co., Turco Products Inc., United Wallpaper Co., Visking Corp., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co.

LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7606-7-8
AAAA—ABP—ANPA—PPA—SNPA—APA

Owner .....Lewis Edwin Ryan
Gen. Mgr.....J. Robert Corry
Radio TV Div.....William J. Green

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 9-5141
ABP—ANPA—APA—NOAB—PPA

President .....Ben Sackheim
Exec. Vice-Pres.....Lloyd G. Whitebrook
Vice-President.....Herbert L. Steiner
Secretary.....M. A. Parmenter
Treasurer.....Leonard H. Spring
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Hugh A. Gigante
Fashion Promotion Director..Ruth Hammer

Radio-TV Dept.

Research Director.....Sylvia Sackheim
Assoc. Res. Dir.....Robert E. Williams
Radio & TV Time Buyer..Leonard H. Spring
Account Executives.....Jerome G. Hahn, Ezra Millstein, George B. Pampel, Glenda Sullivan, Lloyd G. Whitebrook, Herbert L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; New York State Democratic Committee (Public Information); Peter Pan Foundations, Inc. (Merry-Go-Round") Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); New

York State Democratic Committee (Public Information), New York, N. Y.; Flex-Let Corp., E. Providence, R. I.; Lydia O'Leary, Inc. (Covermark, Spot-stik & Other Cosmetics), New York, N. Y.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
ABP—ANPA—PPA—ABC

President .....Maubert St. Georges
Exec. V.P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director...Alfred A. Anthony
Production Manager.....William Korcak
Media Dir.....James J. Freeman
Publicity Director.....John C. Gourlie

Branch Offices
2112 N. Charles St., Balitmore 18, Md.
Manager..... Arthur Booth
Phone: Saratoga 3900

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Bisceglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia Bros. Wine Corp., Berk's-Lehigh Cooperative Fruit Growers, Inc.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: Li. 2-5332

Pres., Copy Chief, Rep. & Radio Time Buyer.....Richard Salinger
Art, Media, TV & Publ. Dir...Irving I. Sacks
Prod. Mgr., Research Dir.....Jos. W. Bourke

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stasey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.

TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

82 Lexington Ave., Passaic, N. J.
Phone: GRegory 3-1414
ABP—ANPA

President.....H. Harvey Salow
Art Director .....Donald Canter
Copy Chief.....Margaret Tepper
Production Dir.....Edward Paycheck
TV & Radio.....Paul Josephson

TV Accounts: Tel-O. Tube Corp. of America (Cathode Ray Tubes), E. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliances), Passaic, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA

Owner .....Walker Saussy
Account Executives.....Moise Bloch
Charles Bloom, II, John Arthur, P. J. Stakelum, Jr.
Radio-TV Directors.....Nell W. Parker, Ydeen Francis
Copy Chief & Acct. Exec.
Dorothea Schlesinger

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Claveries Motors Inc. (Ford Dealer), Gretna, La.; Consolidated Companies, Inc. (Autocrat Foods), New Orleans.

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La. & Miami, Fla.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans); Gallagher Transfer Co.

FRANK B. SAWDON, INC.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 5-2516

President.....Frank B. Sawdon
V-P, Radio-TV Dir.....Jerry Bess
Secretary.....Victor Sawdon
Acct. Execs.....Frank B. Sawdon, Jerry Bess

Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager .....Marty Hogan

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television (Manufacturers of TV Sets).

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President..... Julius Scheck
V. P. & Treas.....Morris Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Art Dir. .....Ernest D. Barnham
Prod. Mgr.....Henry R. Scheck
Copy Chief .....Carlton S. Smith
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Red-

di-Wip Topping), Harrison, N. J.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Michaels Bros. Dept. Store, New York; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware); Marlon Confections, New York; Holiday Motors, Newark, N. J.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer ..... Sydney R. Raike
Vice-Pres. ..... J. E. Schenker
Art Dir. ..... M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer ..... C. D. Domin
Account Executives ..... S. R. Raike, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 7, Calif.
Phone: MIchigan 2396

Owner ..... T. D. Schlots
Radio-TV Dir. ..... Ruth S. Arnot
Art Director ..... L. G. Mynro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. ..... Gordon Schonfarber
Vice-President ..... Russell C. Edwards
Secretary ..... Amanda C. J. Olsson
Radio & TV Director ..... Claire R. Grenier

Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANPA—PPA—APA

Pres. & Treas. ..... R. J. Scott
Vice-Pres. ..... W. Schwimmer
Copy Chief ..... L. Krakover
Time Buyer ..... E. Vanderploeg
Art. Dir. ..... A. Thaler
Secretary ..... H. Heilig

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; Coronet Magazine, London House Rest, F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Glaser-Crandall Co. (Everbest Preserves).

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397
ABP—APA

Owner & Director ..... J. B. Sebrell
Media ..... P. W. Thomas
Acct. Executives ..... Harry Page, K. T. Pyle
Radio Director ..... J. B. Sebrell
Television & Time Buyer ..... P. W. Thomas

Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Budro (Hardware), Los Angeles, Calif.

TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045
ANPA—APA—PPA

President ..... Freeman Keyes
Exec. Vice President ..... George Bayard
Vice-Presidents ..... A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
Treasurer ..... Jack Harding
Secretary ..... E. V. Owen
Director of Res. ..... James Witherell
Art Director ..... Jerry Bryant
Time Buyer ..... Merle Myers
Space Buyer ..... A. H. Bergsten
Radio-TV Director ..... Jack Simpson

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395

V.P. in Chg. ..... Paul Richey

1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206

Manager ..... Lionel C. Place

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer, Automatic Soap Flakes), Chicago, Ill.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Norge Div., Borg-Warner Corp.; Walt Disney Productions, Inc., Food Merchandising Div.; Bowes Industries, Inc. (Bondware Plastic Coated Paper Dishes).

TV Accounts: The Procter & Gamble Co. (Tide), Cincinnati, O.; Walt Disney Productions, Inc., Food Merchandising Div.; Fitzpatrick Bros. (Kitchen Klenzer).

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445

Owner, Space Byr. Radio Dir. ..... R. W. Segar

Sec.-Treas., Acct. Exec.....D. D. Segar
Radio Accounts: Spot: Geo. B. Wallace Co., Niklas & Son.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-0360
ABP—ANPA
Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.
Phone: MUrray Hill 6-6368
Pres. & Time Buyer.....James C. Seix
Art Director.....Corienne Abbazia
Media Director.....Walter B. Rios
Publicity Dir.....Mallory Dorn
Production Mgr.....George Fish
Account Executives.....James C. Seix, Lue H. Witt, P. J. Rosaly, Martin Slattery, Herbert Cohon
Radio Account: Lincoln Warehouse Corp. (Mountain Vault Storage), New York, N. Y.

SEWELL, THOMPSON & CAIRE

852 Carondelet St., New Orleans, La.
Phone: Tu 2251
SNPA—ABP
President .....Granville Sewell
Vice-Pres...R. V. Caire, Kenneth Thompson
Production Mgr.....E. Leone

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA
Partner-Space Buyer-Radio Dir. Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1524 Chestnut St., Phila. 2, Pa.
Phone: LO 4-2877
ANPA—ABP
President .....Edward Shapiro
Vice-Presidents.....H. H. Shapiro, Leonard Goldsmith, Elinor L. Brown
Secretary .....Martin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

222 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA—NOAB
President & Treas.....John W. Shaw
Secretary.....Augusta Young
Copy Chief.....David E. Guerrant
Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (Meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (Meat), Eau Claire, Wis.; Chicago Laundry Owners Assn. (Laundry Service), Chicago, Ill.
TV Accounts: Standard Milling Co. (Family Flour), Chicago, Ill.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB
Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA
President.....Kenneth E. Shepard
Vice-President.....B. F. Homan
Art Dir.....Richard L. Felden
Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National Assn. of Homebuilders.

SHERMAN & MARQUETTE

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANPA—APA
NOAB—PPA—ABP
Partners..Arthur Marquette, Stuart Sherman
Radio & TV Director.....Louis T. Tilden
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400
Radio & TV Dir.....Wm. B. Templeton
Radio Accounts: The Quaker Oats Co., (Quaker Puffed Wheat & Puffed Rice, Pack-O-Ten, Pettijohns Ful-O-Pep Feeds, Quaker Oats and Mother's Oats, Mother's Premium Oats), Chicago, Ill.; Oscar Mayer & Co. (Domestic Meats & Canned Meats), Madison, Wis.; Colgate-Palmolive-Peet Co. (Ajax Cleanser, Cashmere Bouquet Face Powder, Colgate Shave Creams, Colgate Talcum Powder, Colgate Tooth Powder, Cashmere Bouquet Soap, Halo Shampoo), Jersey City, N. J.
TV Accounts: The Quaker Oats Co. (Quaker Ots & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

THE SHERWOOD CO.

147 West 42nd St., New York 36, N. Y.
Phone: LO 3-0326
Partner—TV Dir.....Leo Greenland
Partner .....Oscar S. Lerman
Art Direc.....Bud Hirsh
Account Execs.....Max Lerman, Phil Green

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—AFA—PPA
President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
Treas.....Ramon N. Silton
V.P. Art.....Andre B. Paquette
Radio Director.....Jason N. Silton
Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; Rex Venetian Blind Co. (Venetian Blinds), Boston; Ace

Vacuum Stores (Vacuum Cleaners), Boston; Windsor Furniture (Furniture), Natick, Mass.; Hotel Kenmore (Hotel), Boston; Spencer Shoe Stores (Footwear), Boston.

TV Accounts: Rex Venetian Blind Co. (Venetian Blinds), Boston; Mutual Shoe Co. (Footwear Mfrs.), Marlboro, Mass.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Copy Chief.....W. B. Campbell

Radio Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 Lafayete Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA

President-Treas.....Leonard N. Simons
VP & Sec.....Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer .....C. Allison Belcher
Art Director .....Al Sielaff
Radio & TV Director.....R. N. Hughes

Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Koepplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), Pretzels), Marine Foods, Inc. (Pepe Herring), Detroit, Michigan; Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Michigan; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); King Research Labs.; People's Outfitting Co. (Dept. Store).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Koepplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Marine Foods, Inc. (Pep-E Herring); Zweiback, Inc. (Women's Wear).

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
Phone: EL 9396
ABC

President.....Adam F. Smith
Secretary.....M. A. Stoakley
Treasurer .....M. M. Marugg
Space Buyer .....M. E. Craven
Managing Director .....G. A. Phare
Account Execs....E. C. Bradley, S. K. Arnott

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L .M. Fallon
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....Julian L. James, P. M. Shaughnessy, H. D. Peltier, W. J. Smith.

Radio Accounts: Peerless Mfg. Co., Stratton & Terstegge Co.

SMITH & BULL ADV. AGENCY

6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 5671
ABP—ANPA—NOAB—CNPA

Partner.....V. R. "Dick" Smith
Partner .....Frank Bull
Gen. Mgr., Acct. Exec.....Mel R. Roach
Acct. Exec.....Rudy Perkal
Time Buyer.....Jane T. Darden
Space Buyer.....Marion Vilmure
Dir. of Publicity.....Henry R. Konysky
Radio & TV Supervisor..Richard T. Parker

Radio Accounts: Seaboard Finance Company (Finance); Triangle Publications (Racing), Western Division); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Company Western Town (Toys); Western Harness Racing Assoc. (Racing), Los Angeles, Calif.; Clarite Battery Supply Co. (Batteries), Los Angeles, Calif.; Los Angeles Rams (Football), Los Angeles, Calif.; My L. A., Ltd. (Musical), Los Angeles, Calif.

TV Accounts: Seaboard Finance Company (Finance); Marshall & Clampett (Autos), Los Angeles, Calif.; C & B Co. Western Town (Toys); Los Angeles Rams (Football), Los Angeles, Calif.; Clarite Battery Supply Co. (Batteries), Los Angeles, Calif.; My L. A. Ltd. (Musical), Los Angeles, Calif.

Branch Office
333 N. Michigan Ave., Chicago, Ill.

Manager .....Georgina Small

Radio Accounts: Seaboard Finance Co. (Finance), Triangle Publication (Western Division) (Racing), Marshall & Clampett (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershow Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.

TV Accounts: Western Harness Racing Association (Racing), Seaboard Finance Co. (Finance), Marshall & Clampet (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—PPA

President.....Ronald P. Taylor
Chairman of the Board..Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne

Radio Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Pittsburgh Provision Co. (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Otto Creameries (Otto Dairy Products), Pittsburgh, Pa.; Spear & Company (Department Store), Pittsburgh, Pa.; Walter H. Burns Company (Food Products), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; The McKay Company (McKay Chains), Pittsburgh, Pa.; Homestead Valve Mfg. Company (High Pressure Jenny Steam Clnr.), Coraopolis, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.

TV Accounts: Pittsburgh Brewing Company (Iron City Beer, Tech Beer), Pittsburgh, Pa.; Dr. Ellis Company (Dr. Ellis Cosmetics), Pittsburgh, Pa.; Pittsburgh Provision Company (Irish Brand Ham and Bacon), Pittsburgh, Pa.; Sealy Mattress Company (Sealy Mattresses), Pittsburgh, Pa.; Dad's Old Fashioned Rootbeer (Dad's Old Fashioned Rootbeer), Pittsburgh, Pa.; Franklin Furniture Company (Franklin Registered Furniture), Columbiana, Ohio; A. M. G. Company (Mail Order Products), Erie, Pa.

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP

President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger
Vice-Pres.....O. D. McKasson, Jr.
Secretary .....G. Hupp
Treasurer.....N. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt
Space Buyer.....D. Samer

Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: 3-4789

Pres., Treas. & Radio Time Buyer C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Acct. Execs.....Robert F. Hayward, Robert B. Hanna

Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, W. H. Bacheller, Inc., Worcester, Mass.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Wayne J. Lewis
Copywriter, Research.....Janet R. Lyman
Production Mgr.....Elmer E. Foote
Space & Time Buyer.....Diane I. Davis

Radio Accounts: Empire Card Company (Greeting Cards), Elmira, N. Y.; Grange Silo Co., Inc. (Farm & Industrial Silos), Red Creek, N. Y.; Greenways, Inc. (Greenways Premium Beer, Ale), Syracuse, N. Y.; Oswego Soy Products (Soy Bean Processing), Oswego, N. Y.; Syracuse Card Co. (Greeting Cards), Syracuse, N. Y.; Syracuse Glass Co. (Store Fronts, Mirrors) Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.; Pilgrim Packing Co. (Meat Products), Syracuse, N. Y.; E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Forsythe Motors Corp. (Dodge-Plymouth Dealer), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.

TV Accounts: E. J. Arnstine Co. (DeSoto-Plymouth Dealer), Syracuse, N. Y.; Bieber-Isaacs (Men's Clothing), Syracuse, N. Y.; Onondaga Supply Co., Inc. (Appliances), Syracuse, N. Y.; Syracuse Nationals Shows, Inc. (Ice Capades, Circus, etc.), Syracuse, N. Y.; Timerson Canning Co. (Timco Dog & Cat Food), Fair Haven, N. Y.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio Director.....T. R. Hart
Account Executives.....J. R. Charles, F. J. Collins, W. G. Wallace, P. R. L. Charles, L. F. McCartney, J. Bedford, G. M. MacDonald, R. W. Saunders, A. S. Rutter

Branch Offices

1010 St. Catherine St. W., Montreal, Quebec
Phone: UNiversity 6-7801

Vice-Pres.....V. L. Hanna
Acct. Exec.....D. McCrimmon
Radio Director.....P. E. Corbeil

675 West Hastings St., Vancouver, B. C.
Phone: PAcific 2102

Acct. Exec.....J. H. Randle

Radio Accounts: Bata Shoe Company of Canada Ltd. (Kent Shoe Stores), Batawa, Ontario; Bell Telephone Co. of Canada (Yellow Pages), Montreal, Quebec; Canadian Cellucotton Products Company Limited (Kleenex), Niagara Falls, Ontario; Coleman Lamp & Stove Co. Ltd. (Lamps & Stoves), Toronto, Ontario; Colgate-Palmolive-Peet Company Limited (Soap Products), Toronto, Ontario; Fruitatives Products Ltd. (Fruitatives), Hull, Quebec; John Inglis Co. Limited (Consumer Goods), Toronto, Ontario; Pacific Meat Ltd. (Meat Products), Vancouver, B. C.; The Quaker Oats Co. of Canada Ltd. (Aunt Jemima and Quaker Grain Products), Peterborough, Ontario; J. Arthur Rank Film Distributors (Canada) Limited; RCA Victor Co. Ltd. (Electrical Appliances), Montreal, Quebec; The Toni Company a Division of the Gillette Safety Razor Company of Canada Limited (Home Permanents and Shampoos), Montreal, Quebec.

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821

Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W.Gudelman
Program Director.....E. C. Bloodworth

Radio Accounts: Signal Oil Co., Certified Grocers of Cal (Perfect Host & Guest Coffees), Los Angeles, Calif.

TV Accounts: Beauty Sales (Shampoo Curl), Los Angeles, Calif.; Certified Grocers of Calif., Los Angeles, Calif.; Glamour Products (Vitrex), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 7, N. Y.
Phone: LOngacre 5-4614
ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer .....Herbert Goldsmith
Radio-TV Director .....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339

Owner.....Fred D. Stevens

Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABC—ABP—ANPA

Chairman of Board.....Eric W. Stockton
Pres. & Treas.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
VP & Art Director.....C. Thomas Martin
VP & Dir. of Research.....R. A. McDowell
VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gene Starbecker
Asst. Dir. TV Production.....Fred Golt
Mgr. Radio & TV Off., N. Y...Richard Dunn
TV & Radio Time Buyer.....James Gray

Branch Office
501 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1041

Mgr., Radio & TV Div.....Richard Dunn

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio.

STORM ADVERTISING COMPANY

210 Hiram Sibley Bldg., Rochester, N. Y.
Phone: Baker 9140

V.P.-Radio & TV Dir. &
Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
Art Director.....Vincent Marcone

Radio and TV Accounts: Alling and Miles Inc. (Automobiles), Rochester, N. Y.; Community Savings Bank (Banking Services), Rochester, N. Y.; Cool Chevrolet Corp. (Automobiles), Rochester, N. Y.; Harry Forman Cl. Co. (Men's Clothing Manufacturer), Rochester, N. Y.; Gioia Macaroni Co. (Manufacturer of Macaroni Products), Buffalo, N. Y.; Hudson Dealers of Monroe Cty. (Automobiles), Rochester, N. Y.; International Home Improvement Co. (Construction), Rochester, N. Y.; Harry Levin Company (Women's Clothing), Rochester, N. Y.; Noah's Ark (Accessories), Rochester, N. Y.; Vaisey-Bristol Shoe Co. (Manufacturer of Children's Shoes), Rochester, N. Y.; O'Rourke Bakeries (Bakery), Buffalo, N. Y.; Perma-Stone Rochester Corp. (Construction), Rochester, N. Y.; Robot Electric Co. (Appliances), Rochester, N. Y.; Apetz Realty Co. (Real Estate), Rochester, N. Y.; Union Outfitting Co. (Furniture), Rochester, N. Y.; Universal Publishing Co. (Publishing), New York, N. Y.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres.. Treas...Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints an dDyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont Ct., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Daniel F. Sullivan
Vice Pres.....Robert N. Sullivan
Treas.....William H. Sullivan

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Budrell Packers, Inc. (Ministrone Soup & Corn Chowder), Everett, Mass.; DeHambro Radio Supply Co., Boston; R. H. White Corp. (Dept. Store); Studebaker Dealers, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres. .....Ralph Smith
Vice-Pres.....Lloyd W. Baillie
Vice-Pres.....W. Donald Roberts
Vice-Pres.....John P. Cohane
Vice-Pres. & Treas....T. Newton Weatherby
V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....A. K. Spencer
Vice-Pres.....William M. Spire
Vice-Pres.....Clemens F. Hathaway
V.-P. & Research Dir.....Luther H. Wood
V.-P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Arthur S. Pardoll

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phones: Gladstone 5048; Hillside 2119
Vice-Pres.....Jack Van Nostrand

Radio-TV Accounts: American Chicle Co. (Adams Line of Chewing Gums), Long Island City, New York; American Cigarette & Cigar Co. (Pall Mall Cigarettes), New York; American Petroleum Institute, New York; Carter Products, Inc. (Arrid Cream Deodorant, Rise Shave Cream), New York; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antimine), St. Louis, Mo.; Lever Bros. Co. (Lifebuoy Health Soap, Silver Dust), New York; McCormick & Co., Inc. (McCormick Teas, Spices, Flavoring Extracts), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ontario; Rubsam & Horrman Brewing Co. (R&H Beer & Ale), Staten Island, New York; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrups), Poughkeepsie, New York; Speidel Corp. (Watch Bands & Other Jewelry), Providence, R. I.; Whitehall Pharmacal Co. (BiSoDol Powder & BiSoDol Mints), New York.

J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.
Phone: CIrcle 6-2626
AAAA—ABP—ANPA—APA
NOAB—PPA

Pres. .....Jack Tarcher
Vice-Pres.....E. C. Ridley
Space Buyer.....W. W. Kirchert
Prod. Mgr.....Jay R. Wieder
Art Dir.....Harry Prickett
Copy Chief.....Otto Prochazka
Research Dir.....Leonard Tarcher
Mgr. Radio-TV.....Bob Kelly

Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

TV Accounts: Benrus Watch Co., McKesson & Robbins.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA—NOAB—ABC

President .....Stanley Resor
Vice-Pres. in Charge of Radio & TV
John U. Reber
Radio-TV Time Buyers.....James O. Luce, Anne Wright, Jayne Shannon
Radio-TV Talent Buyers..Virginia Spragle, H. Bart McHugh

Branch Offices

1549 North Vine St., Holywood 28, Calif.
V.-P. Manager.....Cornwell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-Pres. & Gen. Mgr.....Henry T. Stanton
Radio Director.....Harold R. Rorke
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Manager .....Fred Fidler
Radio Time Buyer.....Frances Austin
645 South Flower St., Los Angeles 36, Calif.

Manager.....James L. Thompson
Radio Time Buyer.....Jane Hubert

Radio-TV Accounts: Atlantis Sales Corp.; P. Ballantine & Sons; Fanny Farmer Candy Shops; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Northern Trust Co.; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; Washington State Apple Commission; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Anthracite Institute; Mentholatum Co.; W. F. Young, Inc.; Kilmer & Co.; Owens-Illinois Glass Co.; Puget Sound Black Ball Ferry Line; Hollywood Sugar Corp.; Pacific Mills; Michigan Hospital Service (Blue Cross); Douglas Aircraft Co., Inc.; Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commission; Olive Advisory Board; Southwest Airways Co.; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NOAB—PPA

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Director.....P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; Diplomat Products, Inc. (Chicken Soups), North Bergen, N. J.; Chin & Lee Co., Inc., New York, N. Y.; John Opitz Inc. (Insecticides), Long Island City, N. Y.; Middletown Milk and Cream Co. (Milk), Yonkers, N. Y.

TV Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Diplomat Products, Inc., H. C. Brill Co., Charles & Co., Inc., Gristede Bros. Inc., New York; J. W. Beardsley's Sons (Frozen Codfish), Newark, N. J.; Chin & Lee Co., Inc. (Chinese Foods), New York.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Texas
Phone: PRospect 8655
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA—SNPA

President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Vice-President.....Glenn G. Addington, Jr.
Vice-Pres., Secy.-Treas..John H. Wellenkamp
Director Radio & TV.....Philip L.McHugh

Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Division) (Milk and Ice Cream), Burrus Mill & Elev. Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Duncan Coffee Co., Houston; Reserve Life (Insurance), Dallas.

TV Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Haggar Company (Men's Slacks), Dallas; King Candy Co. (Chocolates), Ft. Worth; Borden Co., Southern Div.; Duncan Coffee.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-5185

Partners.....Victor van der Linde, Charlotte Rains
General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone

Radio Accounts: W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; Dolcin Limited (Dolcin), Toronto, Ont., Canada; Kedrin Pharmacals Inc. (Pharmaceuticals), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.; Whitehall Pharmacal Co. (Guards Cold Tablets), New York, N. Y.

TV Accounts: Diaperwite, Inc. (Detergent), New York, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; S. W. Farber, Inc. (Farberware Cooking Utensils), New York, N. Y.; C. F. Mattlage Sales Co. (Foods), New York, N. Y.; Morgan-Jones Inc. (Kitchen Cottons), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.

J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.
Phone: CHickering 4-3254

President.....J. Franklyn Viola
Secretary.....Ann T. Viola
Production .....Gene Scognamiglio

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co., De Nobili Cigar Co., Italy Laboratories, New York.

TV Accounts: Pastene Products Co., Patterson, N. J.; Lazzara Breads & Cake Co.

WILLIAN VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010

President.....Wm. von Zehle
Vice-Presidents.....Lawrence A. Reis, Van Lear Woodward, Jr.

Treasurer .....Kathleen Banks
Secretary .....Anthony Sarnataro
Radio-TV Accounts: Roman Ravioli (Frozen Foods), Garfield, N. J.; Pinelawn Cemetery (Radio only), Pinelawn, Long Island.

WADE ADVERTISING AGENCY

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA

Executive Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Chairman Copy and Planning Committee.....Lawrence W. Davidson
Copy Chief.....Chas. W. Tennant
Research Director.....Gordon Norbreg
Art Director.....Wm. R. Collier
Production Manager.....Edw. A. Beane
Business Manager.....John Mills
Radio Media Director.....Louis J. Nelson
Space-Radio-TV Time Buyer.....David S. Williams
Director of Radio.....Jack Farnell
Director of Television.....Booth Luck

Branch Office
6223 Selma Ave., Hollywood 28, Calif.
Phone: Hillside 7457

Manager.....Robt. E. Dwyer
Radio Director.....Forrest F. Owen
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Murphy Products Co. (Feeds), Burlington, Wisc.
TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—AFA

President .....Hugo Wagenseil
Secy.-Treas. .....G. Wagenseil
Art Director.....Ed Hageman
Industrial Div.....T. A. Polley
Consumer Div.....W. L. Guisewite
Acct. Executive.....W. H. Ford
Radio Director.....F. R. Harwood
TV Director.....Lincoln Scheurle
Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio; Phil T. Williams Oil Co. (Service Stations), Indianapolis, Ind.
TV Accounts: Anderson Piano Co. (Dealer—Musical Instruments), Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; House of Lowell, Inc. (Hand Cream & Deodorant), Piqua, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo), Sears, Roebuck & Co. (Retail Department Store), Third National Bank & Trust Co. (General Banking Services), Dayton, Ohio.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA—APA—PPA

President.....William S. Walker
Vice-Presidents.....C. P. Richardson, F. L. Newmeyer, Jr., V. I. Maitland
Account Executives.....C. P. Richardson. F. L. Newmeyer, V. I. Maitland, T. B. Wallace, C. F. Hoffman
Radio & TV Directors.....R. B. Stevens, C. C. Urguhart
Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.
TV Accounts: Duquesne Brewing Co., Pittsburgh, Pa.; Kaufman's Dept. Store, Wilkins Jewelry, Pittsburgh Consolidation Coal Co., Allegheny Ludlum Steel Corporation. Fan Tan Chewing Gum, Wm. G. Johnston Co. (Printers), Galen Laboratories, Pittsburgh, Pa.

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Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Jack Bucholtz
Copy Chief.....Jenny Shenker
Account Executives.....William Solow, S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Jack Bucholtz, Lloyd Ball
Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia

Bros. (Movers); Monarch Saphin; Manny's Music Shop; N. Y. Musical Institute; Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Teitelbaum & Co.; Alexander's Dept Stores; Westchester Aquarium; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bonded Auto Sales; Cardinal Ties.

TV Accounts: Sachs Quality Stores; Vim Stores; Strauss Stores; Marlon Candy; Spear & Co.; Westchester Aquarium; Ritz Thrift Shop; Flag Dog Food; Alexander Dept. Store; Warren Connolly; Standard Housekeeping Co.; Exercycle; North American Van Lines; Sofia Brothers Inc.; Federal Storage; Jamaica Refrigeration.

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Branch Office
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Phone: Dunkirk 3-1141

Vice Pres.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood

Radio Accounts: Equitable Life Assurance Soc. (Life Insurance), New York, N. Y.; Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Ho'iday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Kingan & Co. (Kingan's Fine Foods), Indianapolis, Ind.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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Art Director.....Harold Carloss
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Branch Offices
316 Fidelity Bldg., Dallas, Tex.

Manager .....Burke Gilliam
Acc. Exec. (Dallas).....Marie Callahan
Phone: RIverside 5201

Radio Accounts: Oklahoma Tire & Supply Co., United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sisk & Associates, First Natl. Bank, White Auto Stores, Mayo Hotel, Tulsa Insurance Bd., Bryan & Sons, Tennessee Dairies.

TV Accounts: Ok ahoma Tire & Supply Co., Mid West Chevrolet Corp., Southwest Weathermakers First National Bank & Trust Co., Tennessee Dairies.

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Phone: Cedar 3777
AAAA—ABP—APA

Owner .....Luther Weaver
Account Executive.....Donald Gardner
Executive Assistant.....Emily Lemon

Radio Accounts: Fairway Foods, St. Paul; Falcon-Pilgrim Cleaners, St. Paul & Minneapolis; Empire National Bank, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Dox Co. (Toothpaste), Minneapolis; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis.

TV Accounts: Fairway Foods, Falcon-Pilgrim Cleaners, R. H. Keller Co. & Scottie's Dist.

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Office Manager.....Burton R. Durkee

Radio Accounts: Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y., Anchor-Hocking Glass Corp., Blatz Beer, B. T. Babbitt, Kaiser-Frazer.

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Copy Chief.....M. Peter Artzt
Media Dir.....Max Tendrich
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Time Buyer & Asst. Radio TV Dir.
Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.; Albert Ehlers, Inc. (Ehlers Coffee), Brooklyn, N. Y.

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6277 Selma, Hollywood 28, Calif.
Vice-President.....Carroll Carroll

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valley Forge Beer, Rams Head Ale).

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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Mgr. Contact Svce.
Radio-TV .....Rodney Erickson
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235 Montgomery St., San Francisco 4, Calif.
V.P. in Chg.....Edward A. Merrill, Jr.

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TV Accounts: Bigelow-Sanford Carpet Co., Inc., The Borden Co., Duffy-Mott Co., Inc., General Electric Co., General Foods Corp., The Goodyear Tire & Rubber Co., Inc., Gulf Oil Corporation, International Silver Co., Johnson & Johnson, Thomas J. Lipton, Inc., O-Cedar Corp'n, Petri Wine Co., Rosefield Packing Co., Simmons Co.

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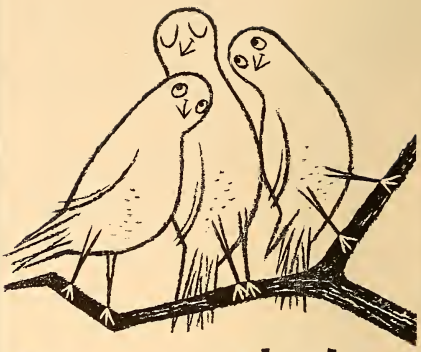

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Asst. Mgr.....Mildred Biddick
Office Mgr.....Josephine Corbet
Traveling Rep. .....Burt Zoul

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Mgr. .....Paul Ray
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Mgr.....Clarke R. Brown
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2978 Wilshire Blvd., Los Angeles 5, Calif.
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V.P., Asst. Treas.....Joseph J. Borgatti
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1018 Sterick Bldg., Memphis 3, Tenn.
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Phone: Central 6-4437
Pres.-Treasurer.....John A. Toothill
AM & FM Stations Represented—KRIZ, Phoenix, Ariz.; KFOX, Long Beach, KLX, Oakland, KSBW, Salinas, Cal.; WRUF, Gainesville, Fla.; WALB, Albany, WBGE, Atlanta, Ga.; WCNB, Connersville, WJVA, South Bend, Ind.; KCRG, Cedar Rapids, Iowa; WLBJ, Bowling Green, WFKY, Frankfort, Ky.; WHLN, Harlan, WVLK, Lexington-Versailles, WKYW, Louisville, WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WBCK, Battle Creek, WKLA, Ludington; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WCNC, Elizabeth City, WFLB, Fayetteville, WGBG, Greensboro, WMFR, High Point, WFTC, Kinston, WSTP, Salisbury, WEED, Rocky Mount, N. C.; WMFD, Wilmington, N. C.; KWJJ, Portland, Ore.; WJSW, Altoona, WMRF, Lewiston, WBAX, Wilkes-Barre; WWPA, Williamsport, Pa.; WAIM, Anderson, WHAN, Charleston, S. C.; WOPI, Bristol, WDXI, Jackson, WDXE, Lawrenceburg, Tenn; WENK, Union City, Tenn.; WDVA, Danville, WROV, Roanoke, Va.

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Executive-in-charge.....Terry Hughe
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge.....Joseph H. Story, Jr.
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Phone: Douglas 6184
Executive-in-charge .....Fred Jameson
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Mgr., Sales Development....H. A. Carlborg
Research Manager.....Richard Hess
Promotion Manager.....Guy Cunningham
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Western Sales Manager.....Gordon F. Hayes
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Phone: Memphis 37-8612
Sales Manager.....H. H. Holtshouser
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Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Sales Manager.....Hugh Stump
Columbia Square, Los Angeles 28, Calif.
Phone: Hollywood 9-1212
Sales Manager.....Richard Elpers
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Midwestern Sales Mgr...Mac Lean Chandler
63 S. Main St., Memphis 3, Tenn.
Phone: Memphis 37-8612
Manager.....H. H. Holtshouser
902 Fisher Bldg., Detroit 2, Mich.
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Manager.....Ralph H. Patt, Jr.
Palace Hotel, San Francisco, Calif.
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Manager.....Lamont L. Thompson

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Asst. Mgr.....Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Paul Elsberry
3049 E. Grand Blvd., Detroit, Mich.
Phone: Trinity 1-8981
Manager .....Paul Pequinot
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Secry. .....Elizabeth Kirby
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228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson
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Phone: Victor 1120

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Phone: Crestview 5-2022
Exec.-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Exec.-in-Charge.....William A. Ayres
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Manager .....Lawrence Krasner

591 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569

Manager .....Zonabelle Samson

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Phone: ELdorado 5-2455

V.P.-Natl. Sales Dir.....Tom Harker
Sales Prom. & Advt. Mgr.....Art Schofield

230 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 2-6498

Manager.....Robert C. Wood

136 Huron St., Toledo 4, Ohio

Secy.-Treas.....J.. Harold Ryan

AM & TV Stations Represented—WWVA, Wheeling, W. Va.; WSPD, Toledo, O.; WMMN, Fairmont, W. Va.; WSAI, Cincinnati, O.; WAGA, Atlanta, Ga.; WGBS, Miami, Fla.; WJBK, Detroit, Mich.; WSPD-TV, Toledo, O.; WAGA-TV, Atlanta, Ga.; WJBK-TV, Detroit, Mich.; KEYL-TV, San Antonio, Tex.

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Vice-Pres. .....Lloyd Griffin
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Phone: Fortune 3349

Mgr. .....Joseph W. Evans

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Phone: 9-2151

Mgr. .....Hal W. Hoag
Ch. of Board.....James L. Free

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Phone: Sutter 1,4353

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How To Apply For FCC License

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Alphabetically By States

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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

A FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Within 20 days after the close of the hearing, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party then has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse the hearing examiner's initial decision. Within 20 days thereafter, any party involved may petition for a rehearing. Such a petition may be filed whether or not the decision is based upon a hearing but does not stay the proceedings unless ordered by the Commission.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

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(To be elected)	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur WSYR, Syracuse, N. Y.	2	New York and New Jersey.
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Harold Essex WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
Thad Holt WAPI, Birmingham, Ala.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
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Robert T. Mason WMRN, Marion, Ohio	7	Kentucky and Ohio.
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Merrill Lindsay WSOY, Decatur, Ill.	9	Illinois and Wisconsin.
E. K. Hartenbower KCMO, Kansas City, Mo.	10	Iowa, Missouri and Nebraska.
H. W. Linder KWLM, Willmar, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.

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Kenyon Brown KWFT, Wichita Falls, Tex.	13	Texas.
William C. Grove KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Albert D. Johnson KOY, Phoenix, Ariz.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside. San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
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Fort Industry Co., Toledo, Ohio
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RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA

Bessemer Advertiser: **Bill Miller**
Birmingham News: **Lily Mae Caldwell**
Birmingham Post-Herald: **Claude Keithly**
Chilton County (Clanton) News: **Ben Tucker**
(Clanton) Union Banner: **Gene Wyatt**
Gadsen Times: **Frances Underwood**
Haleyville Advertiser: **W. D. Smith**
(Hamilton) Marion County News: **Frank McKenzie**
Mobile Press: **Mike McEvoy**
Mobile Register: **Vivian Cannon**
Montgomery Advertiser: **Fields Varner**

ARIZONA

El Sol (Phoenix): **Josephina Franco**
Graham County (Safford) Guardian: **Earl Hunt**
(Phoenix) Arizona Republic: **Ralph Mahoney**
Phoenix Gazette: **Bobbie Johnston**
Tucson Daily Citizen: **Norman Harrington**
Tucson Daily Star: **Dorothy Kalil**
(Tucson) Week End Reporter: **Fred Finney**
Yuma Daily Sun: **Karl Allen**

ARKANSAS

(Little Rock) Arkansas Democrat: **Bill Meehan**
(Little Rock) Arkansas Gazette: **Melvin McGaughey**
(Fort Smith) Southwest American: **C. C. Brown**
Fort Smith Times Record: **Bill Barksdale**
Pine Bluff Commercial: **Gordon N. Freeman**
Springdale News: **Ellis Stafford**

CALIFORNIA

Brawley News: **Carl Schoos**
(Coachella) Desert Barnacle: **Ward Grant**
(El Centro) Imperial Valley Post-Press: **Ray Barnes**
Hollywood Citizen-News: **Zuma Palmer**
(Los Angeles) Daily News: **Paul Price**
Los Angeles Examiner: **Jack Lait**
(Los Angeles) Herald-Express: **Owen Callin**
The (Los Angeles) Mirror: **Hal Humphrey**
Los Angeles Times: **Walter Ames**
Napa Register: **Jay Irving**
(North Hollywood) Valley Times: **Allen Rich**
Oakland Tribune: **James Abbey**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Charles Perlee**
(Petraluma) Argus-Courier: **Fritz Pumphrey**
San Diego Evening Tribune: **Charles Hull**
San Diego Union: **Robert MacDonald**
San Francisco Chronicle: **Terence O'Flaherty**
San Francisco Examiner: **Dwight Newton**
San Francisco News: **Dorothy Beck**
(San Francisco) Shopping News: **Tom Foster**
Sanger Herald: **Walter Gilgert**
(San Luis Obispo) Telegram-Tribune: **Robert W. Goodell**
Santa Ana Register: **Pete Cooey**
Santa Maria Times: **James Garret**
San Mateo Times: **Bob Foster**
(Santa Rosa) Press Democrat: **Chuck Carson**
(Vallejo) News Chronicle: **Wyman Riley**
(Vallejo) Times Herald: **Dave Beromio**
(Ukiah) Redwood Journal: **H. M. Ivey**

COLORADO

(Boulder) Daily Camera: **Arlene Neal**
(Colorado Springs) Free Press: **Henry Theiss**
(Colorado Springs) Gazette-Telegraph: **Harry Hailes**
The Denver Post: **Ken White**
Greeley Booster: **Loren Walling**
Greeley Journal: **Jule Edgerton**
Lamar Daily News: **Nate Neilson**
(Pueblo) Star Journal: **Ralph Taylor**

CONNECTICUT

Bridgeport Post-Telegram: **Fred Russell**
Bridgeport Sunday Herald: **Leo Miller**
Danbury News Times: **Frank Stevens**
Hartford Courant: **Viggo Anderson**
Hartford Courant: **M. Oakley Stafford**
The Hartford Times: **Anne Norman**
Meriden Journal: **Mary Malone**
Meriden Record: **William Gardner**
Meriden Star: **Colby Dreason**
Naugatuck Daily News: **Joseph Donahue**
New Haven Journal Courier: **A. J. Sloane**
Stamford Advocate: **Bill Brown**
Torrington Register: **Walter G. Gisselbrecht**
Waterbury American: **E. Christy Erk**

DISTRICT OF COLUMBIA

Washington Daily News: **Milton Pike**
Washington Evening Star: **Harry MacArthur**
Washington Post: **Sonia Stein**
Washington Times-Herald: **Bernie Harrison**

FLORIDA

Clearwater Sun: **Reinhold Rogers**
Ft. Lauderdale Daily News: **Orville Revelle**
Gainesville Sun: **Jim Camp**
Jacksonville Journal: **Bob Dow, Jr.**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitchison**
(Miami Beach) Florida Sun: **Diana Burkett**
(Ocala) Marion Sun: **Clyde Hooker**
Ocala Star:-Banner: **R. N. Dosh**
Orlando Daily Newspapers: **Ed Ray**
Orlando Morning Sentinel: **C. L. Starnes**
Orlando Post: **Bill Albright**
Orlando Star: **Edee Green**
(Panama City) Bay County Citizen: **Ted Bryan**
(Panama City) News-Herald: **Ted Bryan**
(Pensacola) Escambia Press: **Bill Helie**
(Pensacola) News-Journal: **Harold Stoker**
St. Petersburg Evening Independent: **Howard Hartley**
St. Petersburg Times: **Jack Faulkner**
The (Sarasota) Breeze: **Bill Coe**
Sarasota Herald Tribune: **John Bloomer**
Tampa Morning Tribune: **Phil Barney**

GEORGIA

Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Sam Lucchese**
Columbus Ledger: **L. B. Patterson**
Columbus Sunday Ledger-Enquirer: **Mike Milner**
Dalton News-Citizen: **Mark Pace**
(Decatur) De Klab New Era: **Dick Hatch**
Gainesville News: **Gordon Sawyer**
Hogansville Herald: **Don Downs**
La Grange News: **Jim Wood**
Rome News Tribune: **Edward I. Bernd**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Frank Rossiter**
The Toccoa Record: **Robert W. Graves**
Waycross Journal-Herald: **Dorothy Smith**

IDAHO

(Boise) Idaho Evening Statesman: **George Redmond**
(Kellogg) Shoshone Tribune: **Walter Larson**
(Pocatello) Idaho State Journal: **Bob Paulos**

ILLINOIS

Aurora Beacon-News: **C. W. Hoefer**
(Bellwood) Sentinel: **Paul Coffman**
(Bloomington) Pantagraph: **Lawrence Schroyer**
Canton Daily Ledger: **Jimmy Murphy**
Chicago Daily News: **Jack Mabley**
Chicago Herald-American: **Janet Kern**
Chicago Sun-Times: **Bill Irvin**
Chicago Tribune: **Anton Remenih**
Chicago Tribune: **Larry Wolters**
(Decatur) Herald and Review: **R. C. Schaub**
(Fairfield) Wayne County Record: **Howard M. Ready**
Flora Daily News: **Bill Naney**

Galesburg Daily Register Mail: **Charles Marrow**
Jacksonville Journal & Courier: **W. A. Fay**
(La Salle) Daily News Tribune: **Bob Johns**
Marion Daily Republican: **Homer Butler**
Moline Dispatch: **Lucia Carter**
Olney Daily Mail: **Vincent Van Cleee**
Peoria Journal Transcript: **R. Milo Shepherdson**
Peoria Star: **Theo Jean Arhends**
Rockford Morning Star: **Betty Thro**
Rockford Register-Republic: **Betty Thro**
The Rock Island Argus: **V. Vivian Headlund**
(Springfield) Illinois State Journal: **Robert Harris**
(Springfield) Illinois State Register: **Jim Armstrong**

INDIANA

(Anderson) Bulletin: **Juliet Crittenberger**
(Anderson) Herald: **Thom Gephardt**
(Bloomington) Herald-Telephone: **Bruce Temple**
(Blomington) Star Courier: **Leo Hickman**
Indianapolis News: **Georgia Giannkos**
Indianapolis Star: **Polly Cochran**
Indianapolis Times: **Dick Mittman**
Kokomo Tribune: **Kay Kuhns**
(La Porte) Herald-Argus: **Joe Eiler**
(Marion) News Herald: **Paul Hillsamer**
Marion Observer: **Ed Warfel**
South Bend Tribune: **Paul Neville**
South Bend Tribune: **Frank Schmidt**

IOWA

Boone News Republican: **Mary Garvey**
The Cedar Rapids Gazette: **Edna A. Herbst**
(Council Bluffs) Non-Pareil: **Dick Trembath**
Davenport Morning Democrat: **Ina Wickham**
Davenport Times: **Ron Lorenzen**
Des Moines Register: **Paul Cotton**
(Mason City) Globe-Gazette: **Don Harrer**
Museatine Journal: **Walter Russell**
(Shenadoah) Sentinel: **Robert Tindale**
Sioux City Journal-Tribune: **Willis Forbes**
Sioux City Sunday Journal: **Kenneth Stock**

KANSAS

Atchison Daily Globe: **John Buckley**
Coffeyville Journal: **Gene Sullivan**
Dodge City Daily Globe: **Pete Barkley**
Great Bend Tribune: **Hugh Jencks**
The (Kansas City) Kansan: **C. H. Nohe**
(La Crosse) Rush County News: **Dave Clymer**
(Manhattan) Mercury Chronicle: **Jack Smith**
Parsons Sun: **Jim Davis**
Wichita Beacon: **Sid Coleman**
Wichita Eagle: **Lovenia Lynberg**

KENTUCKY

Ashland Daily Independent: **John McGill**
(Campton) Wolfe County News: **Mrs. Roy Cecil**
Danville Advocate-Messenger: **Mrs. I. M. Tipton**
Elizabethtown News: **Billy Merriot**
Jackson Times: **Harold Holliday**
(Louisville) Courier-Journal: **Bill Ladd**
Louisville Times: **Angela Pre's**
Owensboro Inquirer: **John W. Potter**
(Paducah) Sun-Times: **Bob Sanderson**

LOUISIANA

Alexandria Daily Town Talk: **Adras Laborde**
(Baton Rouge) Morning Advocate: **Frank Wilson**
(Baton Rouge) State T mes: **Ernest Gueymard**
New Orleans Item: **Ted Liuzza**
New Orleans Times Picayune: **Ed Brooks**
New Orleans States: **Bob Sublette**
The Shreveport Journal: **Marie Gifford**
The Shreveport Times: **Pericles Alexander**

MAINE

(Augusta) Daily Kennebec Journal: **Paul S. Plumer**
Lewiston Evening Journal: **Miss Nicholson**
(Lewiston) Le Messager: **Guy Ladouceur**
Portland Press Herald: **Robert B. Beith**

MARYLAND

(Aberdeen) Hartford Democrat: **Sam Lawder**
(Annapolis) Evening Capital: **Elmer Jackson**
The (Baltimore) Evening Sun: **Raymond Pryde**
The Baltimore Morning Sun: **Robert Snyder**
Baltimore News-Post: **Norman Clark**
The Baltimore Sunday American: **Jennie Lee Bird**
The Baltimore Sunday Sun: **Geoffrey W. Fielding**
(Hagerstown) Daily Mail: **Garvin Hager**
(Hagerstown) Globe Independent: **Stewart Duglas**
(Hagerstown) Morning Herald: **Joseph Harp**
(Havre de Grace) Democrat Ledger: **Charles Moore**
Havre de Grace Record: **Eddie Dwyer**
The Salisbury Advertiser: **Frank Adler**
The Salisbury Times: **Oscar L. Morris**

MASSACHUSETTS

Attleboro Sun: **Ethel MacDonald**
(Boston) Christian Science Monitor: **Albert Hughes**
Boston Globe: **Elizabeth Sullivan**
Boston Herald-Traveler: **Alice Rankin**
Boston Post: **Howie Fitzpatrick**
Boston Record-American: **Anthony LaCamera**
Brockton Daily Enterprise: **Kenneth G. Dalton**
Fall River Herald News: **Henry Degnan**
(Greenfield) Recorder Gazette: **Harold Lavanway**
Haverhill Gazette: **Joseph Moran**
(Hyannis) Cape Cod Standard-Times: **Newell Avery**
(Holyoke) Transcript-Telegram: **Dick Murphy**
(Lawrence) Eagle-Tribune: **Joseph Oakes**
Lawrence Sunday Sun: **Charles Mahoney**
Lowell Sun: **Charles Sampas**
Lowell Sunday Telegram: **George Gagan**
Lynn Item: **Mrs. Latimer**
(Lynn) Telegram News: **Elmer Woodell**
New Bedford Standard Times: **Bob Lapointe**
(Newton) Villager: **Philip Ahlin**
Berkshire (Pittsfield) Evening Eagle: **Milton Bass**
Springfield Daily News: **Harvey L. Gray**
Springfield Morning Union: **Harvey Gray**
Springfield Union: **Paul F. Craig**
(Waltham) News-Tribune: **Thomas Murphy**
(Wellesley) Townsman: **A. E. Larsson**
Worcester Telegram: **Fred Rushton**
(Worcester) Sunday Telegram: **Don Williams**
(Worcester) Evening Gazette: **James Gourgouras**

MICHIGAN

Adrian Daily Telegram: **Hoig Gray**
Detroit Free Press: **Frank Angelo**
Detroit Free Press: **Dick Osgood**
Detroit News: **Herschell Hart**
Detroit Times: **Andy Wilson**
The Flint Journal: **Ralph Coulter**
Grand Rapids Herald: **Sally Overmeyer**
Grand Rapids Press: **Florence Kasprzak**
Iron River Reporter: **Gene Moore**
(Lansing) State Journal: **Thelma Harnett**
Muskegon Chronicle: **Bonnie Busse**
(Port Huron) Times Herald: **Al Haugner**

MINNESOTA

Eveleth News Clarion: **Grove Wills**
Fairmont Daily Sentinel: **Claude Swanson**
(Grand Rapids) Herald-Review: **Ken Hickman**
Minneapolis News: **Bob Wold**
Minneapolis Star-Tribune: **Will Jones**
(Moorhead) Daily News: **Jim Peterson**
New Ulm Daily Journal: **William Macklin**
Rochester Post Bulletin: **Ozzie St. George**
St. Paul Dispatch-Pioneer Press: **John Harvey**
Stillwater Gazette: **Irene Johnson**
(Virginia) Mesabi Daily News: **Everett Blomgren**
Winona Republican Herald: **Gordon Closway**

MISSISSIPPI

(Biloxi) Daily Herald: **Cosman Eisendrath**
Booneville Independent: **Elizabeth Jacobs**
(Clarksdale) Press-Register: **Bob Jennings**
(Corinth) The Daily Corinthian: **Barbara Barnes**
(McComb) Enterprise: **Charles Gordon**
Vicksburg Evening Post: **Burrell Conway**

MISSOURI

(Columbia) Missourian: **Eugene Sharp**
Columbia Tribune: **J. P. Hamel**
Independence Daily News: **Robert Hoyt**
The Kansas City Star: **R. J. Hoyland**
St. Joseph Gazette: **Don Houseworth**
St. Joseph News Press: **Merrill Chilcote**
St. Louis Globe Democrat: **Edward M. Keath**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Post-Dispatch: **Larry Wright**
(Springfield) Bias: **George Olds**
Springfield News Leader & Press: **Eddie Bass**

MONTANA

The (Great Falls) Tribune: **William Zadick**
(Kalispell) Daily Interlake: **M. C. Glover**
(Manhattan) Intermountain Press: **Lyle Williams**
Miles City Daily Star: **Gordie Spear**

NEBRASKA

Lincoln Journal & Star: **Don Wright**
(Omaha) World-Herald: **Jake Rachman**

NEVADA

Elko Daily Free Press: **Gene Evans**
Las Vegas Morning Sun: **Hank Greenspun**
Las Vegas Review Journal: **A. E. Cahlan**
Reno Evening Gazette: **John Sanford**
(Reno) Nevada State Journal: **Joe Jackson**

NEW HAMPSHIRE

The Concord Daily Monitor: **James Langley**

NEW JERSEY

(Atlantic City) Press Union: **Joe MacDonald**
Newark News: **Roland E. Lindblom**
Passaic Herald News: **William H. Pohle**

NEW MEXICO

Alamogordo News: **Murray Morgan**
(Carlsbad) Current-Argus: **Jack Sitton**
Clayton News: **J. E. Staley**
(Clayton) Union County Leader: **E. F. Lough**

NEW YORK

Albany Times-Union: **John Archer**
Binghamton Press: **Tom Cawley**
Binghamton Press: **Kim Davis**
Binghamton Press: **Robert Sturdevant**
Binghamton Sun: **Jean Ellis**
Buffalo Courier Express: **Don Tranter**
Buffalo Evening News: **Ray Finch**
(Buffalo) Polish Everybody's Daily: **Lucy Koszlak**
Endicott Daily Bulletin: **Hal Hancock**
Geneva Daily Times: **Charles Bennett**
(Gloversville) Leader-Republican: **Clarence Slade**
(Hornell) Evening Tribune: **Kelly Simon**
Jamestown Post-Journal: **Robert Kilpatrick**
Jamestown Sun: **Marylyn Swartz**
(Kenmore) Record Advertiser: **P. D. Fahnstock**
(Monticello) Evening News: **N. Schnurman**
(New York) Associated Press: **Wayne Oliver**
New York Daily Compass: **Fred Rayfield**
New York Daily Mirror: **Nick Kenny**
New York Daily News: **Ben Gross**
New York Herald-Tribune: **John Crosby**
New York Journal-American: **Jack O'brien**
New York Post: **Al Cusick**
New York Times: **Jack Gould**
New York Times: **Val Adams**
New York World-Telegram & Sun: **Harriet Van Horne**
The Niagara Falls Gazette: **Thomas Berrigan**
(Rochester) **Bittner Press: James Kelly**
(Rochester) Times-Union: **Don Yerger**
Rochester Life: **Robert Peiffer**
Rome Daily Sentinel: **Fritz Updyke**
Syracuse Herald: **Harold Wunsch**
(Syracuse) Herald-Journal: **Tom Coolican**
(Syracuse) Post Standard: **Peg Simpson**
Utica Daily Press: **Joan Kirkland**
Watertown Daily Times: **Dominic Pepp**

NORTH CAROLINA

Asheville Citizen: **Sloan Coleman**
Asheville Times: **Porter Crisp**
(Burlington) Times News: **Richard Minor**
Camp Lejeune Globe: **Capt. John Randazzo**
Charlotte Observer: **Wink Locklair**
The Charlotte News: **Emery Wister**
Durham Sun: **John Barry**
Fayetteville Observer: **Mr. Sparrow**
(Hendersonville) Times-News: **Leo H. Wise**
(Hendersonville) Tribune: **Lucille Stepp**
Jacksonville News & Views: **William J. Arthur**
Kinston Daily Free Press: **J. P. Strother**
(Kinston) Lenoir County News: **Jack Rider**
The (Raleigh) News & Observer: **Jane Hall**
Sanford Herald: **W. E. Horner**
Salisbury Post: **Teenus Cheney**
(Winston-Salem) Journal & Sentinel: **Hal Levy**
The (Williamston) Enterprise: **Bill Manning**
Wilmington Star News: **Al Dickson**
Wilson Daily Times: **Jim Fulghum**

NORTH DAKOTA

Bismarck Capital: **Gaylord Conrad**
Bismarck Tribune: **John Hjehle**
Dickinson Press: **Ad Nordmarken**
Fargo Forum: **Roy Johnson**

OHIO

Akron Beacon Journal: **Art Cullison**
Ashland Times Gazette: **Dolly Darr**
Ashtabula Star Beacon: **Ross Smith**
Canton Repository: **Rose Mokadean**
Canton Economist: **Morton Frank**
Cincinnati Enquirer: **John Caldwell**
Cincinnati Times Star: **Charlton Wallace**
Cincinnati Post: **Mary Wood**
Cleveland Plain-Dealer: **George Condon**
Cleveland Press: **Stan Anderson**
Cleveland News: **Elmore Bacon**
(Columbus) Ohio State Journal: **Mary McGavran Koebel**
Columbus Citizen: **Jo Bradley Reed**
Columbus Dispatch: **Richard Thompson**
Columbus Dispatch: **Dean A. Myers**
Conneaut News Herald: **James Mohn**
Dayton Journal-Herald: **Arthur S. Kany**
Dayton Daily News: **Bill Barton**
(Dover) Daily Reporter: **Woody English**
(Findlay) Republican-Courier: **Ed Heminger**
Geneva Free Press: **Leonard Dute**
Ironton Tribune: **Preston Dolan**
(Kent) Courier Tribune: **Doris House**
The Portsmouth Times: **Charles Mowery**
Toledo Blade: **Robert French**
Toledo Times: **Arnold Faust**
The Warren Tribune Chronicle: **John Forrest**
Youngstown Vindicator: **Esther Hamilton**
(Zanesville) Sunday Times-Signal: **Robert D. Maley**

OKLAHOMA

Duncan Daily Banner: **B. L. Abernathy**
Frederick Press: **Perry White**
(Hobart) Star-Review: **Clara Neal**
(Lawton) Constitution: **Ted Ralston**
Oklahoma City Advertiser: **Leon Hatfield**
Oklahoma City Times: **Ed Hunter**
(Oklahoma City) Daily Oklahoman & Times: **Paul Hood**
(Oklahoma City) Daily Oklahoman & Times: **Ralph Sewell**
Ponca City News: **Gareth B. Muchmore**

OREGON

(Ashland) Southern Oregon News Review: **Robert W. Ruhl**
The Bend Bulletin: **Phil Brogan**
Benton County (Corvallis) Herald: **Tracy Johnson**
Eugene Register-Guard: **Glen Stadler**
La Grande Evening Observer: **Pat Seeger**
(La Grande) Eastern Oregon Review: **Laura Mae Marshall**
Medford Mail Tribune: **Robert W. Ruhl**
(Portland) Oregon Journal: **Joe Stein**
(Portland) Oregonian: **William Moyes**
(Salem) Oregon Statesman: **Conrad Prange**
(Salem) Capital Journal: **Margaret McGee**

PENNSYLVANIA

Altoona Tribune: **Robert Boyer**
Altoona Mirror: **Edward Benny**
Ambridge Daily Citizen: **Adam Wolicki**
Beaver Valley Times: **Don Keith**
Bethlehem Globe-Times: **Bob Kirkpatrick**
The Bradford Era: **Joseph M. Cleary**
The Butler Eagle: **William Faust**
Carbondale Review: **James Beamish**
Carbondale News: **Thomas Heth**
Chester Times: **Bob Funicane**
The (Clearfield) Progress: **George Scott**
"The (Downingtown) Archive": **Jane McIlvaine**
Ellwood City Ledger: **Bill Kegel**
(Emporium) Press: **Wallie Nelsen**
(Homestead) Daily Messenger: **(Mrs.) A. J. Frank**
(Honesdale) Wayne Independent: **William Hagerty**
Johnsonburg Press: **Alva K. Gregory**
(Lewistown) Sentinel: **Cris Rowland**
(Martinsburg) Cove News: **Allo Weiladt**
Oxford News: **John Mare III**
The Philadelphia Daily News: **Jerry Gaghan**
The Philadelphia Daily News: **John Moore**
The Philadelphia Daily News: **Mike Swartz**
The Philadelphia Evening Bulletin: **Elmer Cull**
The Philadelphia Evening Bulletin: **Harry Harris**
The Philadelphia Evening Bulletin: **Earl Selby**
The Philadelphia Inquirer: **Jean Koniuk**
The Philadelphia Inquirer: **Merrill Panitt**
The Philadelphia Inquirer: **Pat Wilson**
Pittsburgh Courier: **Robert M. Rateliffe**
Pittsburgh Press: **Si Steinhauser**
Pittsburgh Post-Gazette: **Harold V. Cohen**
Pittsburgh Sun-Telegraph: **Wilbur Clarke**
Pittsburgh Sun-Telegraph: **Karl Krug**
Pittsburgh Sun-Telegraph: **James Pettican**
Ridgway Record: **Minnie Pompey**

Sharon Herald: **Joe Shatto**
St. Marys Daily Press: **Myra Nolan**
Sunbury Daily Item: **Nelson Futch**
Sunbury Daily Item: **Laverne Roberts**
(West Chester) Daily Local News: **Butch McDevitt**
Wilkes-Barre Sunday Independent: **Thomas Heffernan**

RHODE ISLAND

Pawtucket Times: **Lyn Nerney**
Providence Journal-Bulletin: **William Keogh**
Westerly Sun: **Abe Solovetzik**

SOUTH CAROLINA

The Columbia Record: **Henry Cauthen**
(The Columbia) State: **John A. Montgomery**
Greer Citizen: **E. A. Birch**
Greer Citizen: **Roger L. Simmons**
Laurens Advertiser: **Mr. Lee**
Sumter Herald: **F. J. Knight**
Sumter Daily Item: **J. E. McKnight**
The (Winnsboro) News & Herald: **G. M. Ketchin**

SOUTH DAKOTA

Aberdeen American-News: **Leif Johnson**
Rapid City Daily Journal: **Paddy Ingvalson**
(Sioux Falls) Daily Argus-Leader: **Herb Bechtold**

TENNESSEE

Chattanooga News Free Press: **Hayes Clark**
Chattanooga Times: **Bill Donaho**
Daily Post-Athenian: **Elmer H. Sipe, Jr.**
(Fayetteville) Lincoln County News: **Beverly Young**
Fayetteville Observer: **Jim McCown**
(Johnson City) Press Chronicle: **George W. Kelly**
Knoxville News Sentinel: **Hugh Allen**
Knoxville Journal: **Juanita Glenn**
(Memphis) Commercial Appeal: **Mike McGee**
Nashville Banner: **Eddie Jones**
Nashville Tennessean: **Jane Carter**
Pulaski Record: **Virgil Trimm**
Union City Daily Messenger: **Bill Burdine**

TEXAS

(Abilene) Reporter-News: **Kathryn Duff**
Alice News: **Isabel Ziegler**
(Amarillo) Globe-News: **Peggy Williamson**
Baytown Sun: **Fred Hartman**
Baytown Sun: **Dan Shults**
Beaumont Journal: **Anita George**
The Beaumont Enterprise: **Merita Mills**
Big Spring Daily Herald: **Robert Whipkey**
Big Spring Daily Herald: **Tommy Hart**
Big Spring Weekly News: **Joseph Haydn**
Bishop News: **E. B. Erard**
Brownwood Bulletin: **Mac Boswell**
Bryan Daily Eagle: **Earl Phillips**
Bryan Daily News: **Walter Doney**
Corpus Christi Caller-Times: **E. B. Erard**
Dallas Times Herald: **Doug Hawley**
Dallas Morning News: **Saul Levenson**
El Campo News: **Erve Stafford**
El Campo Citizen: **Mr. Ragsdale**
Electra Star: **W. C. Stewart**
Fort Worth Press: **Jack Gordon**
Fort Worth Star-Telegram: **Ira Cain**
Forth Worth Star-Telegram: **Irvin Farman**
Fort Worth Star-Telegram: **Bill Hitch**
Fort Worth Star-Telegram: **Mack Williams**
Houston Post: **Bill Harrison**
Houston Post: **Luther Rowsey**
Houston Press: **Bill Newkirk**
Houston Chronicle: **Moselle Jacobs**
Kingsville Record: **E. B. Erard**
Liberty Vindicator: **Orlan Jones**
(Lubbock) Avalanche-Journal: **Bud Thompson**
Lufkin Daily News: **W. R. Beanmier**
(McAllen) Valley Evening Monitor: **Virginia Armstrong**
(Memphis) Press Scimitar: **Louise Nolan Ahrens**
Odessa American: **Thomas Smith**
Odessa American: **Jim Scott**
Pampa Daily News: **Bob Gettemy**
Paris News: **Nancy Potect**
(Paris) Lamar County Echo: **Lon Boynton**
Pecos Enterprise: **Joe Pouns**
Port Arthur News: **Grace Foote**
(Seguin) Enterprise: **Otha Grisham**
(Seguin) Gazette Bulletin: **Jim Towery**
Sweetwater Reporter: **Allen Baker**
Temple Daily Telegram: **Harry Blanding**
(Texarkana) Two States Press: **Anna Mae Turner**
(Texarkana) Gazette-News: **J. Q. Mahaffey**
Victoria Advocate: **Morris Roberts**
Wharton Spectator: **Mary Lee Shannon**
Wichita Falls Daily Times: **W. C. Stewart**

UTAH

(Logan) Herald Journal: **Ray Nelson**
Richfield Reaper: **Stan Jones**
(Salt Lake City) Deseret News: **Howard Pearson**

VERMONT

Barre Daily Times: **P. C. Angwin**
Burlington Free Press: **Robert Beaupre**
Burlington Daily News: **Robert Cronin**
Montpelier Evening Argus: **Elaine Atkins**

VIRGINIA

(Bristol) Virginia-Tennessean: **Eugene World**
Culpeper Exponent: **John T. Rogers**
(Danville) Commercial Appeal: **Watt Miles**
(Lynchburg) News: **A. T. Gunn**
(Lynchburg) Daily Advance: **Dave Wright**
(Newport News) Times-Herald: **Bobbie Eddington**
(Newport News) Daily Press: **J. Melvin Jones**
(Norfolk) Ledger Dispatch: **Bill Diehl**
(Norfolk) Ledger Dispatch: **Charles Hoofnaegle**
(Norfolk) Virginian-Pilot: **Warner Twyford**
Portsmouth Star: **George Barber**
Richmond Times-Dispatch: **Norman Rowe**
Richmond News Leader: **John Stratton**
Roanoke Times: **William Atkinson**
Roanoke World-News: **W. C. Stouffer**

WASHINGTON

Aberdeen Daily World: **Ed Stanley**
(Aberdeen) Grays Harbor Post: **Kearney Clark**
(Aberdeen) Grays Harbor Post: **John Forbes**
Auburn Sun: **Karl Lind**
(Chehalis) Advocate: **Dick Frye**
(Hoaquiam) Washingtonian: **Bob Robertson**
Longview Daily News: **Carlton Moore**
Columbia Basin (Moses Lake) Herald: **Ned Thomas**
Columbia Basin (Pasco) News: **Frank Purcell**
(Portland) Oregonian: **B. Mike**
The (Portland) Journal: **Joe Stein**
Raymond Advertiser: **Bob Bailey**
Seattle Post-Intelligencer: **Dan Coughlin**
Seattle Post-Intelligencer: **Bill Jahn**
Seattle Post-Intelligencer: **Dick Mything**
Seattle Shopping News: **Henry Larson**
Seattle Daily Times: **Richard Hayes**
Seattle Times: **Marsha Safely**
(Spokane) Spokesman-Review: **James Bracken**
Spokane Chronicle: **Howard Cleavinger**

WEST VIRGINIA

Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Jerry Braden**
The Clarksburg News: **H. G. Rhawn**
The Fairmont Times: **Sutton Sharp**
The (Fairmont) West Virginian: **Richard Parrish**
The (Huntington) Advertiser: **Catherine Bliss Euslow**
(Huntington) Herald-Advertiser: **Ernie Salvadore**
(Huntington) Herald Dispatch: **Bill Birke**
(Huntington) Herald-Dispatch: **Eddie Oliver**
(Mannington) Times: **J. Patrick Beacom**
(Morgantown) Dominion News: **Bill Hart**
Morgantown Post: **Brooks Cottle**
Parkersburg News: **Herman Everett Gieski**
Parkersburg Sentinel: **Walter J. Mason**
Tacoma News Tribune: **Helen Rogers**

WISCONSIN

Beloit Daily News: **Minnie Inking**
Green Bay Press Gazette: **Mary Ann Woodlick**
Hartford Times-Press: **E. Schinners**
Janesville Daily Gazette: **Ralph Schroeder**
Ladysmith News: **Ralph Goldsmith**
The (Madison) Capital Times: **William Doudna**
(Madison) Wisconsin State Journal: **Bill Doudna**
Manitowoc Herald-Times: **George H. MacFarland**
The Milwaukee Journal: **Don Dornbrook**
The Milwaukee Journal: **Larry Lawrence**
The Milwaukee Journal: **Bea Pepan**
The Milwaukee Sentinel: **Buck Herzog**
West Bend News: **Joseph Huber**
West Bend Pilot: **Paul Miller**
(Wisconsin Rapids) Daily Tribune: **William Beckman**

WYOMING

(Lander) Wyoming State Journal: **William Epler**
Laramie Republican Boomerang: **R. R. Allbaugh**
Rock Springs Daily Rocket-Miner: **Robert Johnson**

On behalf of the staff, and our Sponsors, the makers of Old Gold Cigarettes, we of The Original Amateur Hour extend greetings to Radio-Television Daily-Year Book.

Ted Mack

5TH YEAR ON TV — 18TH YEAR ON RADIO

NETWORKS

RADIO

卍

NATIONAL

卍

REGIONAL

WLW

. . . Now, more than ever— the most efficient, the most economical way to reach 1/10th of America!

WLW has a four-week audience of 2,702,000 homes in its area — 186,500 more than in 1946, a pre-TV year.

The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over $16 billion annually.

Audience Data, NRI Feb.-March 1951

FOR 30 YEARS . . . THE NATION'S STATION — WLW

American Broadcasting Company

Robert E. Kintner
President

STUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States — a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18½ million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

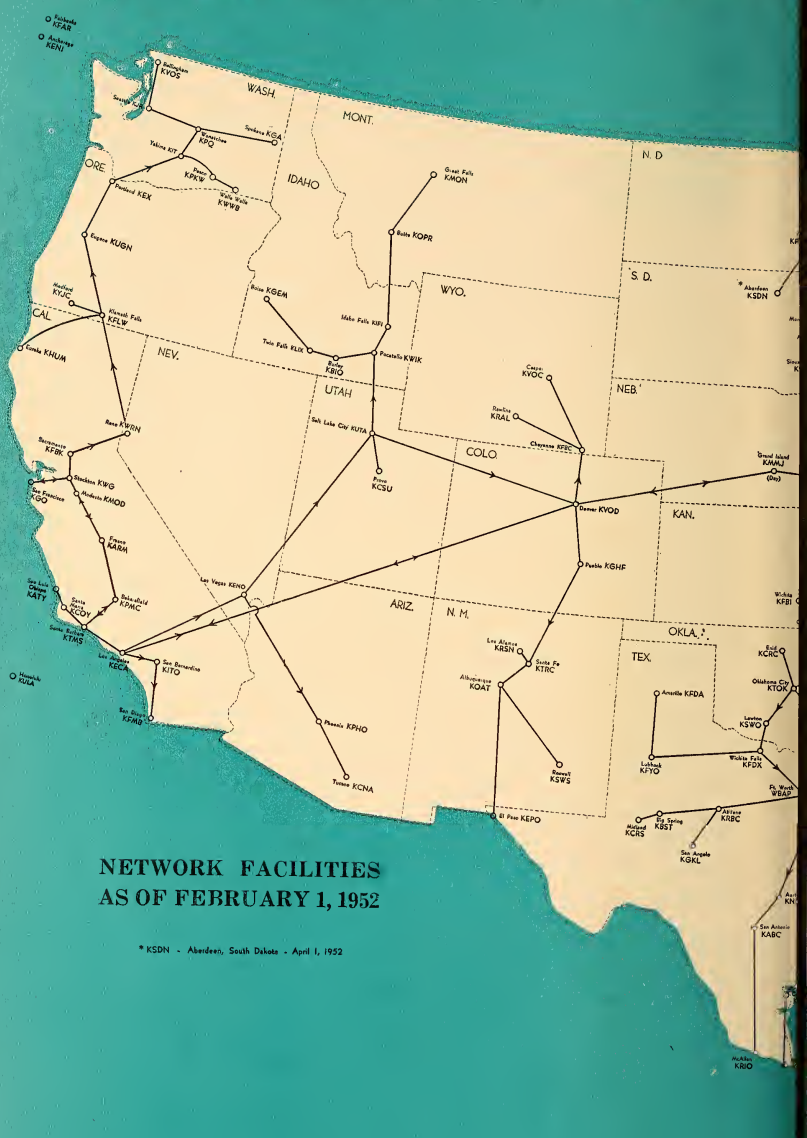
A mimimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.

AMERICAN BROAD



NETWORK FACILITIES AS OF FEBRUARY 1, 1952

* KSDN - Aberdeen, South Dakota - April 1, 1952

CASTING COMPANY

AMERICAN BROADCASTING COMPANY

NETWORK FACILITIES

AMERICAN BROADCASTING COMPANY, INC.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: CIrcle 7-5700)

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Alger B. Chapman
Robert H. Hinckley
Robert E. Kintner
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Franklin S. Wood

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John H. Norton.....Vice-President
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Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
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William Trevarthen...Dir., Technical Operations

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Aaron Rubin.....Assistant Treasurer
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Alice Stamatis.....Mgr., Order Processing
Walter C. Tepper.....Controller
Drew Van Dam.....Director, Personnel
Reginald Willcocks.....Traffic Manager

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Omar F. Elder.....Attorney
Max Lerner.....Attorney
George Norris.....Attorney
James A. Stabile.....Attorney

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Donald G. Coe.....Dir., News & Special Events—Radio

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Leonard Reeg.....Vice-Pres. in Charge
Paul Whiteman...Vice-Pres. in Charge of Music
Leonard Blair.....Eastern Program Director
Raymond Diaz...Nat. Dir., Program Operations & Program Director of WJZ
Helen Hedeman.....Supervisor, Casting
Anne Kelly.....Announcing Office Manager
J. Ward Mitchell...Mgr., Script & Program Prod.
George Sax.....Supr., Pgm. Prod. Control Unit
Clayton Shields.....Pgm. Budget & Office Mgr.
Frank Vagnoni.....Mgr., Music Division

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John W. Pacey.....Director, Public Affairs
Mary Ahern.....Exec. Producer, Public Affairs Department
Ruth Crawford.....Librarian
Mitchell DeGroot...Mgr., Advertng. & Promotion
Arthur B. Donegan.....Manager, Publicity
Ellen Heagerty.....Supr., Audience Information
Grace Johnsen.....Dir., Continuity Acceptance
Ernest E. Stern.....Trade News Editor

Ruth Trexler.....Mgr., Religious & Educational Activities
Oliver Treyz..Dir., Research & Sales Development

Sales

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William G. Ensign.....Eastern Radio Sales Mgr.
George W. Huelser.....Sales Service Mgr.

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James Connolly.....Vice-President in Charge
Frank Atkinson.....Mgr., Co-op. Pgm. Sales
Patricia Foot....Local & Spot Sales Service Mgr.
Warren Jennings.....Manager, Spot Sales
William M. Materre...General Manager of WJZ
Theodore I. Oberfelder.....Director of Owned Radio Stations
William Wylie...Dir., Radio Stations Department

Western Division—KECA—Hollywood
1539 North Vine St., Hollywood 28, Calif.

William Phillipson..Director of Western Division
J. Clifford Anderson..Program Business Manager—Radio
Amos Baron.....Manager of KECA
Dorothy Brown....Continuity Acceptance Editor, Western Division
Philip G. Caldwell..Western Division Manager of Technical Ops.
Byington Colvig...KECA Continuity Acceptance Editor
Francis Conrad.....Director of Radio, Western Division
Dresser M. Dahlstead.....Program Manager, Western Division
Henry Daugherty.....General Traffic Supervisor
R. G. Denechaud...Radio Engineering Operations Supervisor
Ernest Felix.....Assistant Treasurer
Paul Gates.....Evening Program Manager
John S. Hansen.....Sales Promotion Manager
Edward B. Hullinger..Manager, Station Relations, Western Division
Francis D. LaTourette..Western Division News Editor
Adolph Lefler.....Sales Service Manager
Victor Rowland....Manager, Hollywood Publicity Department
Florence Shiro.....Personnel Director
John Wagner.....Controller, Western Division
Harry Walstrum.....Program Manager of KECA

Washington, D. C., 1703 K Street, N.W.

Robert H. Hinckley, Vice-President

Central Division—WENR
20 North Wacker Drive, Chicago 6, Illinois

Robert L. Anderson.....Research Supervisor
Kenneth Christiansen...Mgr., Traffic & Commu.
Francis J. Coveney.....Auditor
Wilbur Cummings.....Radio Engng. Oper. Supr.
Francis Dixon.....Pgm. Booking & Oper. Supr.
Walter L. Emerson.....Legal Counsel
Elliott Henry, Jr.....Publicity Manager
E. C. Horstman.....Engineering Manager
Lowell E. Jackson.....Mgr., Radio Sales
Burr E. Lee.....Radio Production Manager
Dean Linger.....Manager, Sales Promotion
Edward J. Lynch, Jr.....Radio National Spot & Local Sales Manager
Francis McNulty.....Music Rights Supervisor
John J. Manley....Mgr., Office & Studio Services
Cornelius O'Dea.....News Supervisor
Patric Rastall.....Sales Service Manager
Robert M. Savage.....Continuity Supervisor
Edward G. Smith.....Dir., Radio Network for Central Division
Richard M. Woollen.....Radio Program Manager

San Francisco—KGO
155 Montgomery St., San Francisco 2, Calif.

James Connolly, Vice-President

A. E. Evans.....Engineering Manager
Gordon Grannis.....Promotion & Publicity Mgr.
Muriel Jocz.....Radio Sales Service Manager
Alan Johnstone.....Radio Sales Manager
Edith Kirby.....Traffic Manager
Keith Kerby.....Radio Program Manager
Dexter Nichols....Continuity Acceptance Editor
Victor Reed.....News Editor
Dave Sacks..Mgr., ABC Spot Sales, San Francisco

Stations Owned by ABC

WJZ.....New York
WXYZ.....Detroit
KECA.....Los Angeles
WENR.....Chicago
KGO.....San Francisco

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James W. Hicks, WCOS, Columbia, S. C., District 8

(For television personnel turn to TELEVISION YEARBOOK in this volume)

Detroit is not only the world's

greatest automotive center, it is also one of the nation's most important radio production centers. And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.

Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER,*

Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m., E.S.T., on ABC network

SERGEANT PRESTON of the YUKON 5:00 to 5:30 p.m., E.S.T., Tuesdays and Thursdays on Mutual Network.

THE GREEN HORNET Wednesdays and Fridays, 5:00 to 5:30 p.m., E. S. T., on the Mutual Network

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building Detroit 26, Michigan

Adrian Murphy
Pres. CBS Radio

Columbia Broadcasting System

IT SEEMS to me that radio faces three basic problems today:

•

1. The public is reallocating its leisure time, to make room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.

•

2. The advertiser is reallocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.

•

3. The artist is reallocating his interests, according television its place along with the screen, the stage and radio.

•

We are beginning to see that each of these problems contains many of its own answers.

•

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

•

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

•

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

•

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

•

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.

COLUMBIA BROAD

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

CASTING SYSTEM

COLUMBIA BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF FEBRUARY 1, 1945

COLUMBIA BROADCASTING SYSTEM, INC.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Ned Marr.....Assistant Secretary

CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York
Telephone: HYacinth 2-8000

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Lloyd H. Coffin
David H. Cogan
Samuel R. Dean
William S. Paley
Frank Stanton

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Charles L. Glett.....Vice President in Charge of Network Services, Hollywood
Lester Gottlieb.....Vice President in Charge of Network Programs
Arthur Hull Hayes.....Vice President in Charge of San Francisco Office
John J. Karol.....Vice President in Charge of Network Sales
William B. Lodge.....Vice President in Charge of Engineering

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General Engineering Department

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A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio Engineer
J. W. Wright.....Chief Radio Engineer

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Guy della Cioppa.....V.P. Programs, Hollywood
Lester Gottlieb.Vice President Network Programs
Norman Frank.....Program Supervisor
Gerald Maulsby..Manager of Network Broadcasts
James Fassett.....Director of Serious Music
Charles S. Monroe....Manager, Program Writing

Network Sales

John Karol.Vice Pres. in Charge of Network Sales
W. Eldon Hazard.....Sales Manager
Dudley Faust.....Eastern Sales Manager
Allyn Marsh.....Director, Program Sales
Gilson Gray.....Administrative Manager
E. E. Hall.....Sales Service Manager
Hugh M. P. Higgins....Market Research Counsel
Carl Gylfe.....Sales Service (Chicago)
William Tankersley.....Sales Service (L. A.)

Chicago Office, 410 Michigan Avenue

Erwin H. Shomo.....Western Manager
Roger K. Huston.....Assistant Manager

Detroit Office, Fisher Bldg.

Joseph Spadea .....Manager

Operations

Horace Guillotte.....Director of Operations
Austin E. Joscelyn.....Director of Operations, Hollywood
James Sirmons.....Manager of Operations
J. Dunham Gilbert.....Manager, Technical Operations and Chief Engineer, WCBS
Hugh Cowham.....Traffic Manager
Julius Mattfeld.....Director of Music Library
Lucile Singleton.....Manager of Record and Script Library

News and Public Affairs

Edmund Chester.....Director of News and Public Affairs
Wells Church.....News Editor-in-Chief
Stuart Novins.....Associate Director, Public Affairs
Helen J. Sioussat.....Director of Talks
Red Barber.....Counsellor on Sports
John Derr.....Director of Sports
George Crothers.Director of Religious Broadcasts
Theodore Koop.....Associate Director of News and Public Affairs, Washington
Lewis Shollenberger.....Director of Special Events, Washington

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Paul Nagel .....Comptroller

Budget

Tom Rollinson .....Director

Business Affairs, Network Programs

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John F. Meyers.....Director, Business Affairs, Network Programs, Hollywood
W. C. Harrington.....Manager, Music Copyright Division

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Don Ball .....Director

Legal

Henry Howard.....Senior Attorney

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Sidney Garfield.....Director of Exploitation
Edward Reynolds....Manager, Press Information
Irving Fein.....Director of Publicity and Exploitation, Hollywood
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Michael Boscia.....Executive Assistant
Anne Harding.....Manager, Service Division
Ethel Kirsner.....Contact Editor
Walter Murphy.....Manager, Magazine Division

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Harper Carraine.....Director of Reseach
Edward Reeve.....Sales and Promotion Research Manager

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George Bristol .....Director
Charles Oppenheim.....Director, Program and Trade Promotion
Thomas Means.....Director, Promotion Service, CBS-Owned Stations
Frank Nesbitt.....Director, Network Sales Presentations
Robert Elliott.....Director, Network Copy
Louis Dorfsman.....Director, Art Division
Irving Miller.....Director, Art Service, CBS-Owned Station Promotion
Joseph Tole.....Production Manager

Station Administration

Carl J. Burkland.....Director of Station Administration

Station Relations

Herbert V. Akerberg...Vice President in Charge of Station Relations
William A. Schudt, Jr.....National Director
Edward DeGray.....Station Relations Representative
Edward Scovill.....Station Relations Representative
Ole Morby.....Western Division Manager, Columbia Square, Los Angeles 28

Building Operations and Ticket Division

James Swensen..Manager of Building Operations
Jack Page.....Assistant Manager of Building Operations
Laurette Banks.....Supervisor of Ticket Division

General Purchasing

John E. Forsander.....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services

A. H. Bryant.....Manager
Harriet Hess.....Supervisor of Program Typing
Emily Scheiner.....Supervisor of Ediphone

Personnel Relations

Robert Kalaidjian .....Director
Charles Burt.....Personnel Administrator
John Anderson.....Labor Research Manager
Richard Stanley.....Employment Manager
Dr. Jack Nelson.....Director of Medical Office

Photographic

Walter I. Siegel.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information Division
Agnes Law .....Librarian

CBS, INC., BROADCAST SERVICE
CBS-OWNED STATIONS
WCBS and WCBS-FM
485 Madison Avenue, New York 22

Carl Ward.....General Manager
Don Miller.....Sales Manager
Sam Slate.....Program Manager
Don Foley.....Promotion Manager

KCBS and KCBS-FM
Palace Hotel, San Francisco 5

Arthur Hull Hayes.....Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM
Jules Dundes.....Sales Manager
Fred Ruegg.....Program Manager
Howard Gossage.....Promotion Manager

KMOX
401 S. Twelfth Boulevard, St. Louis 2

John Akerman.....General Manager
P. S. Anderson.....Sales Manager
Mark Russell.....Program Manager
C. W. Doebler.....Promotion Manager

KNX and KNX-FM and Columbia Pacific Network
6121 Sunset Boulevard
Los Angeles 28

William Shaw.....General Manager
E. W. Buckalew.....Assistant General Manager and Sales Manager

WBBM and WBBM-FM
410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass.....Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager and Sales Manager
C. Gilman Johnston.....Assistant Sales Manager
Thomas A. Bland.....Program Manager
R. David Kimble.....Promotion Manager

WCCO, 625 Second Avenue So.
Minneapolis 2

Eugene B. Wilkey.....General Manager
Roy W. Hall..Asst. Gen. Mgr. & Sales Manager
Robert Sutton.....Program Manager
Charles Smith.....Promotion Manager

WEEI and WEEI-FM
182 Tremont St., Boston 12

Harvey Struthers.....General Manager
Emmett J. Heerdt, Jr.....Sales Manager
Raymond Girardin.....Program Manager
Charles Vaill.....Promotion Manager

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr.....General Sales Manager and General Manager, HPL Program Services

CBS RADIO SPOT SALES

Wendell Campbell.....General Sales Manager
Henry Flynn....Assistant General Sales Manager
H. A. Cariborg.....Manager, Sales Development
Richard Hess.....Research Manager
Guy Cunningham.....Promotion Manager

Chicago Office
410 North Michigan Avenue

Gordon F. Hayes.....Western Sales Manager

Memphis Office, 63 S. Main Street

H. H. Holtshouser.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

Edward Larkin.....Sales Manager

San Francisco Office, Palace Hotel

Hugh Stump.....Sales Manager

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Glenn Marshall, Jr.....WMBR, Jacksonville, Fla., District No. 4
Howard Summerville.....WWL, New Orleans, District No. 5
Richard Borel.....WBNS, Columbus, Secretary of CAAB, representing District No. 6
Harry Burke..KFAB, Omaha, Neb., District No. 7
Clyde Rembert.....KRLD, Dallas, District No. 8
Clyde Coombs.....KROY, Sacramento, Calif., District No. 9
George W. Allen.....Program Manager
Sherril Taylor.....Promotion Manager

(For television personnel turn to TELEVISION YEARBOOK in this volume.)

FRANK WHITE
President

Mutual Broadcasting System

A YEAR ago, in this same space, I ventured an advance look at 1951 and concluded that network radio had "earned itself the soundest prospects in history." More recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

●

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales . . . three phases of top importance to all network radio today.

●

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

●

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

●

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service is after all the basis for one of our most impregnable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

●

Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, $2,500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in —from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

●

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

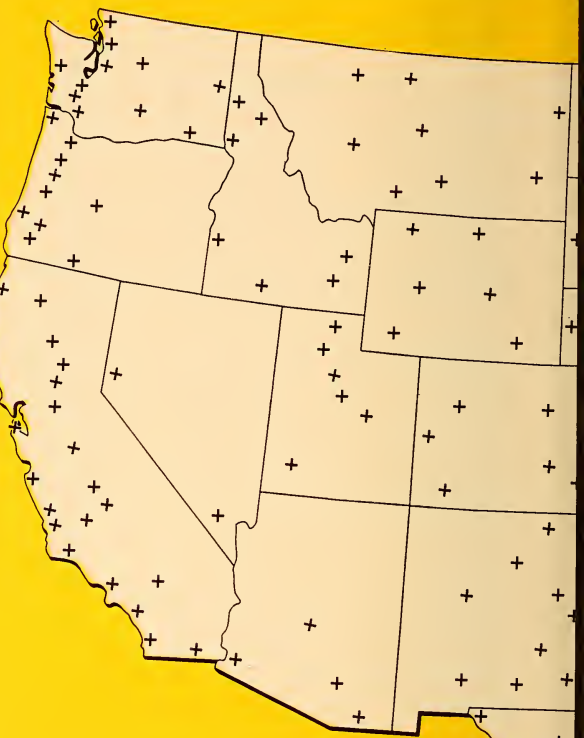
●

Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

●

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.

MUTUAL BROAD



NETWORK FACILITIES AS OF FEBRUARY 1, 1952

ALABAMA
WCTA ANOALUSIA
WSFC ANNISTON
WTHB BIRMINGHAM
WEBJ BREWTON
WNSL DECATUR
WXAL DEMOPOLIS
WAGF DOTHAN
WULA EUFAULA
WFPA FORT PAYNE
WJBY GADSDEN
WJSB HALEYVILLE
WBHP HUNTSVILLE
WAJF MOBILE
WLAY MUSCLE SHOALS
WJHO OPELIKA
WHBB SELMA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KOY PHOENIX
KTUC TUCSON
KYMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KXAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KENA MENA
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KWTC MARYSVILLE
KYOS MARCED
KPRL PASO ROBLES
KVCV REDDING
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KVOE SANTA ANA
KDB SANTA BARBARA
KSTN STOCKTON
KCOK TULARE-VISALIA

COLORADO
KFEL DENVER
KIUP DURANGO
KGLM GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KORD LA JUNTA
KCSJ PUEBLO

CONNECTICUT
WICC BRIDGEPORT
WDRC HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

DELAWARE
WAMS WILMINGTON

DISTRICT OF COLUMBIA
WWDC WASHINGTON

FLORIDA
WROD DAYTONA BEACH
WJBS DELAND
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WONN LAKELAND
WKAT MIAMI
WTMC OCALA
WLOF ORLANDO
WPLP PANAMA CITY
WEAR PENSACOLA
WTSP ST. PETERSBURG-TAMPA
WIRK WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA
WDEC AMERICUS
WGST ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WGBA COLUMBUS
WMJM CORDELE
WBLJ DALTON
WMLT DUBLIN
WSGC ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAC LA GRANGE
WMAC MACON
WMVG MILLEDGEVILLE
WCON NEWNAN
WRGA ROME
WCOP SAVANNAH
WMOS STATESBORO
WSFJ THOMASTON
WTHG THOMSON
WWGS TIFTON
WLET TOCCOA
WGOV VALDOSTA
WAYX WAYCROSS

IDAHO
KVNI COEUR D'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KVAL WALLACE

ILLINOIS
WKRO CAIRO
WGN CHICAGO
WJPF HERRIN
WIRL PEORIA

INDIANA
WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WKBV RICHMOND
WAGV VINCENNES

IOWA
KCRG CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KOEC DECORAH
KIOA DES MOINES
KDTH DUBUQUE
KVFO FORT DODGE
KFJB MARSHALLTOWN
KRIB MASON CITY
KBIZ OTTUMWA
KFNF SHENANDOAH
KTRI SIOUX CITY
KICD SPENCER
KWWL WATERLOO

KANSAS
KTSW EMPORIA
KIUL GARDEN CITY
KVOB GREAT BEND
KSAL SALINA
KIOP TOPEKA
KAKE WICHITA

KENTUCKY
WLBJ BOWLING GREEN
WCTT CORBIN
WCPM CUMBERLAND
WFKY FRANKFORT
WHLM HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON-VERSAILLES
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKE PIKEVILLE
WSFC SOMERSET

LOUISIANA
KVOB ALEXANDRIA
WAFB BATON ROUGE
WKCG BOGALUSA
KLFY LAFAYETTE
KWKH LAKE CHARLES
KLIC MONROE
KANE NEW IBERIA
WNOE NEW ORLEANS
KSLO OPELOUSAS
KRUS RUSTON
KENT SHREVEPORT

MAINE
WFAU AUGUSTA
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND
WCBM BALTIMORE
WCEM CAMBRIDGE
WOYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS
WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WOCB WEST YARMOUTH
WORC WORCESTER

MICHIGAN
WATZ ALPENA
WBCK BATTLE CREEK
WATY CADILLAC
CKLW DETROIT
WOBC ESCANABA
WBBC FLINT
WHOF HOUGHTON-CALUMET
WIKB IRON RIVER
WJMS IRONWOOD
WKHM JACKSON
WILS LANSING
WDMJ MARQUETTE
WKNK MUSKEGON
WMBN PETOSKEY
WHLS PORT HURON
WSGW SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA
KAUS AUSTIN
KBUN BEMIDJI
KLIZ BRAINERD
WREK DULUTH
KEVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KBZY GRAND RAPIDS
KHML MARSHALL
WLOL MINNEAPOLIS-ST. PAUL
KVOK MOORHEAD
KRAO WADENA

MISSISSIPPI
WLOK BILOXI-GULFPORT
WBOX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WNAG GRENADA
WRJW JACKSON
WLAU LAUREL
WMOK MERIDIAN
WELO TUPELO
WOBC VICKSBURG
WROB WEST POINT

MISSOURI
KFVS CAPE GIRARDEAU
KFWO FLAT RIVER
KHMO HANNIBAL-QUINCY
KWOS JEFFERSON CITY
WMBM JOPLIN
WHB KANSAS CITY
KLWT LEBANON
KXEO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KGRO SEDALIA
KICK SPRINGFIELD

MONTANA
KBMY BILLINGS
KOJM HAVRE
KFGW HELENA
KXLO LEWISTOWN
KPRK LIVINGSTON
KRJF MILES CITY
KIYI SHELBY
KGCX SIDNEY

NEBRASKA
KVBE BEATRICE
KFGT FREMONT
KMAS HASTINGS
KGFW KEARNEY
KGLN LINCOLN
KBRL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA
KRAM LAS VEGAS
KATO RENO

NEW HAMPSHIRE
WLNH LACONIA
WHEB PORTSMOUTH

NEW JERSEY
WMID ATLANTIC CITY

NEW MEXICO
KVER ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KWEW HOBBS
KGRR LAS CRUCES
KDGN LAS VEGAS
KBYN RATON
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK
WROW ALBANY
WABO AUBURN
WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WJOC JAMESTOWN
WKNY KINGSTON
WLFM LITTLE FALLS
WICY MALONE
WOR NEW YORK
WSLB OGDENSBURG
WGOS ONEONTA
WIRY PLATTSBURG
WVET ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATM WATERTOWN

NORTH CAROLINA
WWNC ASHEVILLE
WATA BOONE
WPHP BREVARD
WBBB BURLINGTON
WIST CHARLOTTE
WSSB DURHAM
WCHC ELIZABETH CITY
WFNC FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSON
WHKP HENDERSONVILLE
WJNC JACKSONVILLE
WELS KINSTON
WLOE LEAKSVILLE
WJRI LENOIR
WTSB LUMBERTON
WWNC MORGANTON
WSYD MT. AIRY
WHIT NEW BERN
WNNC NEWTON
WRAL RALEIGH
WCBT ROANOKE RAPIOS
WSTP SALISBURY
WOHS SHELBY
WEEB SOUTHERN PINES
WSIC STATESVILLE
WWOC WAYNESVILLE
WENC WHITEVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

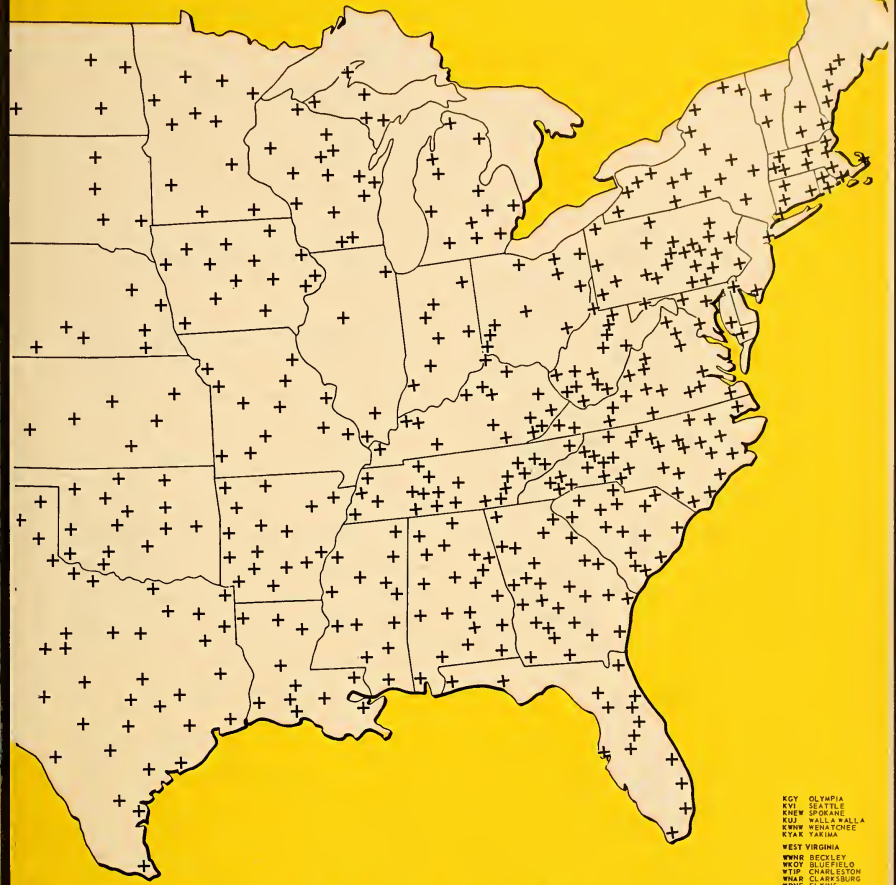
NORTH DAKOTA
KGCU BISMARCK-MANDAN
KOLR DEVILS LAKE
KNOX GRAND FORKS
KLPM MINOT
KOVC VALLEY CITY

OHIO
WNKE AKRON
WCPO CINCINNATI
WLW CINCINNATI
WHK CLEVELAND
WHKC COLUMBUS
WONE DAYTON
WMON HAMILTON
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHMH WARREN-YOUNGSTO

OKLAHOMA
KWNW ALTUS
KWON BARTLESVILLE
KWCO CHICKASHA
KRHD DUNCAN
KASA ELK CITY
KGWA ENID
KMUS MUSKOGEE
KOCY OKLAHOMA CITY
KNBG OKMULGEE
WBBZ PONCA CITY
KSPI STILLWATER
KOME TULSA
KWSH WEWOKA
KSIW WOODWARD

OREGON
KWIL ALBANY
KAST ASTORIA
KBNO BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS

CASTING SYSTEM



KPOJ PORTLAND
KRMR ROSEBURG
KSLM SALEM

PENNSYLVANIA

WJSW ALTOONA
WESB BRADFORD
WEST EASTON
WLEU ERIE
WHVR HANOVER
WKBO HARRISBURG
WAZL HAZELTON
WHUN HUNTINGDON
WCRD JOHNSTOWN
WGAL LANCASTER
WKVA LEWISTOWN
WBPZ LOCK HAVEN
WKST NEW CASTLE
WIP PHILADELPHIA
KQV PITTSBURGH
WPAM POTTSVILLE
WRAW READING
WKBI ST. MARYS
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WORK YORK

RHODE ISLAND

WEAN PROVIDENCE
WSAR WOONSOCKET

SOUTH CAROLINA

WANS ANDERSON
WBSC BENNETTSVILL
WUSN CHARLESTON
WGCD CHESTER
WNOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WAKE GREENVILLE
WHSC HARTSVILLE
WKDK NEWBERRY
WRND ORANGEBURG
WDNI ROCK HILL
WFIG SUMTER
WBCU UNION
WALD WALTERBORO

SOUTH DAKOTA

KSDN ABERDEEN
KOJ DEADWOOD
KIJV HURON
KORN MITCHELL
KIMO SIOUX FALLS

TENNESSEE

WLAR ATHENS
WAGC CHATTANOOGA
WJZK CLARKSVILLE
WRAC CLEVELAND
WKRM COLUMBIA
WDSG DYERSBURG
WBEJ ELIZABETHTON-JOHNSON CITY

WEKR FAYETTEVILLE
WGRV GREENEVILLE
WNBT HARRIMAN
WOXI JACKSON
WKGN KNOXVILLE
WOXE LAWRENCEBURG
WJLM LEWISBURG
WMWT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS

KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KIOX BAY CITY
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUND CORPUS CHRISTI
WRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAP FREDERICKSBURG
KGVL GREENVILLE

KSOX HARLINGEN
KTHT HOUSTON
KSAM HUNTSVILLE
KCBD LUBBOCK
KTRE LUFKIN
KWHT MARSHALL
KVEM MONAHANS
KRIG ODESSA
KPDN PAMPA
KIUN PECOS
KBYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENISON
KGWT STAMFORD
KSST SULPNUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KGSY TEXARKANA
KGRB TYLER
KVDU UVALDE
KVWC VERNON
KVIC VICTORIA
KWTX WACO
KTRH WICHITA FALLS

UTAH

KVNU LOGAN
KLO OGDEN
KDAL PRICE
KOVO PROVO

KALL SALT LAKE CITY

VERMONT

WSYB RUTLAND
WDEV WATERBURY

VIRGINIA

WBLT BEDFORD
WKLV BLACKSTONE
WFHG BRISTOL
WCFV CLIFTON FORGE
WCVA CULPEPPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBDB GALAX
WBRL LEXINGTON
WMOD LYNCHBURG
WSAP NORFOLK-PORTSMOUTH
WNVA NORTON
WJWA ORANGE
WSSV PETERSBURG
WNUV PULASKI
WLEE RICHMOND
WRDW ROANOKE
WAYB WAYNESBORO

WASHINGTON

KXRD ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHENALIS
KRKO EVERETT
KWLK LONGVIEW

KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
KNW WENATCHEE
KYAK YAKIMA

WEST VIRGINIA

WWNR BECKLEY
WKCW BLUEFIELD
WTIP CHARLESTON
WNAR CLARKSBURG
WDNE ELKINS
WVVW FAIRMONT
WPLM HUNTINGTON
WLOG LOGAN
WMON MONTGOMERY
WAJR MORGANTOWN
WBRW WELCH
WTRF WHEELING-BELLAIRE
WHAW WESTON
WSTN WILLIAMSON

WISCONSIN

WNBY APPLETON
WATW ASHLAND
WGEZ BELOIT
WBIZ EAU CLAIRE
KFIZ FOND DU LAC
WCLO JANESVILLE
WLCX LA CROSSE
WOKT MANITOWAC
WISC MADISON
WIGM MEDFORD
WLIN MERRILL
WORT RHINELANDER
WJMC RICE LAKE
WFHR WISCONSIN RAPIDS

WYOMING

KSPR CASPER
KOVE LANDER
KOWB LARAMIE
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

MUTUAL BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

ALABAMA
WCTA ANDALUSIA
WSPC ANNISTON
WTNB BIRMINGHAM
WEBJ BREWTON
WMSL DECATUR
WXAL DEMOPOLIS
WAGF DOTHAN
WULA EUFAULA
WFPA FORT PAYNE
WJBY GADSDEN
WJBB HALEYVILLE
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WABB MOBILE
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WHBB SELMA
WFEB SYLACAUGA
WNTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KOY PHOENIX
KTUC TUCSON
KTMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KKAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KENA MENA
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KAFY BAKERSFIELD
KHSL CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KVCV REDDING
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
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KFRC SAN FRANCISCO
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COLORADO
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WNLC NEW LONDON
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DELAWARE
WAMS WILMINGTON

DISTRICT OF COLUMBIA
WWDC WASHINGTON

FLORIDA
WMFJ DAYTONA BEACH
WJBS DE LAND
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
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WKAT MIAMI
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WLOF ORLANDO
WDLP PANAMA CITY
WEAR PENSACOLA
WTSP ST. PETERSBURG TAMPA
WIRK WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA
WDEC AMERICUS
WGST ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
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WBHF CARTERSVILLE
WGBA COLUMBUS
WMJM CORDELE
WBLJ DALTON
WMLT DUBLIN
WSGC ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WMAZ MACON
WMVG MILLEDGEVILLE
[illegible] NEWNAN
[illegible] ROME
WCCP SAVANNAH
[illegible]
[illegible]
[illegible]
[illegible]
[illegible] TOCCOA
[illegible] VALDOSTA
[illegible] WAYCROSS

IDAHO
KVNI COEUR D'ALENE
KIFI IDAHO FALLS
[illegible]
[illegible]
KWIK POCATELLO
[illegible]
KWAL WALLACE

ILLINOIS
WKRO CAIRO
WGN CHICAGO
[illegible]
WRRL PEORIA

INDIANA
WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
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WKBV RICHMOND
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IOWA
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KFJB MARSHALLTOWN
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KMA SHENANDOAH
KTRI SIOUX CITY
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KTOP TOPEKA
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KENTUCKY
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WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON-VERSAILLES
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKE PIKEVILLE
WSFC SOMERSET

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MASSACHUSETTS
WHAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WHYN HOLYOKE
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WOCB WEST YARMOUTH
WORC WORCESTER

MICHIGAN
WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WHDF HOUGHTON-CALUMET
WIKB IRON RIVER
WJMS IRONWOOD
WKHM JACKSON
WILS LANSING
WDMJ MARQUETTE
WKBZ MUSKEGON
WMBN PETOSKEY
WHLS PORT HURON
WSGW SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA
KAUS AUSTIN
KBUN BEMIDJI
KLIZ BRAINERD
WREX DULUTH
WEVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KBZY GRAND RAPIDS
KMHL MARSHALL
KLGL MINNEAPOLIS-ST. PAUL
KVOX MOORHEAD
KWAD WADENA

MISSISSIPPI
WLOX BILOXI-GULFPORT
WROX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS
WCMA CORINTH
WJPR GREENVILLE
WNAG GRENADA
WRBC JACKSON
[illegible] LAUREL
WMOX MERIDIAN
[illegible] TUPELO
[illegible] VICKSBURG
[illegible] WEST POINT

MISSOURI
[illegible] CAPE GIRARDEAU
[illegible]
[illegible]
[illegible] CITY
[illegible]
[illegible] SPRINGFIELD

MONTANA
[illegible] BILLINGS
[illegible]
[illegible]
[illegible]
[illegible]
[illegible]
[illegible]
[illegible]

NEBRASKA
[illegible] BEATRICE
KFGT FREMONT

[illegible]

NEVADA
[illegible]
[illegible] RENO

[illegible]

WLOE LEAKSVILLE
[illegible] LENOIR
[illegible] LUMBERTON
[illegible] MORGANTON
[illegible] MT. AIRY
[illegible] NEW BERN
[illegible] NEWTON
[illegible] RALEIGH
[illegible] ROANOKE RAPIDS
[illegible] SALISBURY
[illegible]
[illegible] SOUTHERN PINES
[illegible] STATESVILLE
[illegible]
[illegible]
[illegible]
[illegible]
[illegible] WINSTON-SALEM

NORTH DAKOTA
[illegible] BISMARCK-MANDAN
[illegible]
[illegible] GRAND FORKS
[illegible]
[illegible] VALLEY CITY

OHIO
[illegible] AKRON
WCPO CINCINNATI
[illegible] CINCINNATI
[illegible] CLEVELAND
WHKC COLUMBUS
WONE DAYTON
WMOH HAMILTON
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHHH WARREN-YOUNGSTOWN

OKLAHOMA
KWHW ALTUS
KWON BARTLESVILLE
KWCO CHICKASHA
KRHD DUNCAN
KASA ELK CITY
KGWA ENID
KMUS MUSKOGEE
KOCY OKLAHOMA CITY
KHBG OKMULGEE
WBBZ PONCA CITY
KSPI STILLWATER
KOME TULSA
KWSH WEWOKA
KSIW WOODWARD

OREGON
KWIL ALBANY
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KPOJ PORTLAND
KRNR ROSEBURG
KSLM SALEM

PENNSYLVANIA
[illegible]
[illegible]
[illegible] ST. MARYS
[illegible] SHAMOKIN
[illegible] STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WORK YORK

RHODE ISLAND
WEAN PROVIDENCE
WWON WOONSOCKET

SOUTH CAROLINA
WAHS ANDERSON
WBSC BENNETTSVILL
WUSN CHARLESTON
WGCD CHESTER
WNOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WAKE GREENVILLE
WNSC HARTSVILLE
WKDK NEWBERRY
WRHO ORANGEBURG
WRHI ROCK HILL
WFIG SUMTER
WBCU UNION
WALD WALTERBORO

SOUTH DAKOTA
KSDN ABERDEEN
KDSJ DEADWOOD
KIJV HURON
KORN MITCHELL
KISD SIOUX FALLS

TENNESSEE
WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WDSG DYERSBURG
WBEJ ELIZABETHTON-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENEVILLE
WHBT HARRIMAN
WDXI JACKSON
WKGN KNOXVILLE
WDXE LAWRENCEBURG
WJJM LEWISBURG
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS
KWKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KIOX BAY CITY
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUNO CORPUS CHRISTI
WRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KSOX HARLINGEN
KTHT HOUSTON
KSAM HUNTSVILLE
KCBD LUBBOCK
KTRE LUFKIN
KMHT MARSHALL
KVKM MONAHANS
KRIG ODESSA
KPDN PAMPA
KIUN PECOS
KEYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENISON
KOWT STAMFORD
KSST SULPHUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KOSY TEXARKANA
KGKB TYLER
KVOU UVALDE
KVWC VERNON
KVIC VICTORIA
KWTX WACO
KTRN WICHITA FALLS

UTAH
KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

VERMONT
WSYB RUTLAND
WDEV WATERBURY

VIRGINIA
WBLT BEDFORD
WKLV BLACKSTONE
WFHG BRISTOL
WCFV CLIFTON FORGE
WCVA CULPEPPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBOB GALAX
WREL LEXINGTON
WWOD LYNCHBURG
WSAP NORFOLK-PORTSMOUTH
WNVA NORTON
WJMA ORANGE
WSSV PETERSBURG
WPUV PULASKI
WLEE RICHMOND
WROV ROANOKE
WAYB WAYNESBORO

WASHINGTON
KXRO ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHEHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
KWNW WENATCHEE
KYAK YAKIMA

WEST VIRGINIA
WWNR BECKLEY
WKOY BLUEFIELD
WTIP CHARLESTON
WHAR CLARKSBURG
WDNE ELKINS
WVVW FAIRMONT
WPLH HUNTINGTON
WLOG LOGAN
WMON MONTGOMERY
WAJR MORGANTOWN
WBRW WELCH
WTRF WHEELING-BELLAIRE
WHAW WESTON
WBTH WILLIAMSON

WISCONSIN
WHBY APPLETON
WATW ASHLAND
WGEZ BELOIT
WBIZ EAU CLAIRE
KFIZ FOND DU LAC
WCLO JANESVILLE
WLCX LA CROSSE
WOMT MANITOWOC
WISC MADISON
WIGM MEDFORD
WLIN MERRILL
WOBT RHINELANDER
WJMC RICE LAKE
WFHR WISCONSIN RAPIDS

WYOMING
KSPR CASPER
KOVE LANDER
KOWB LARAMIE
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

MUTUAL
BROADCASTING SYSTEM

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

Executive Personnel

Board of Directors

Thomas F. O'Neil..Chmn., Yankee and Don Lee Networks
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H. K. Carpenter.....WHK, Cleveland
Benedict Gimbel, Jr.....WIP, Philadelphia
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Frank White.....MBS, New York

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Adolf N. Hult.....V.P. in charge of Sales
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E. M. Johnson....V.P. in Chg. of Sta. Rel. & Eng.
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George Ruppel .....Controller
Elisha Goldfarb.....Assistant Secretary

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William H. Fineshriber, Jr.....Exec. Vice-Pres.
James E. Wallen.....Secretary & Treasurer
Elisha Goldfarb...Legal Counsel & Asst. Secty.

Office Management

James E. Wallen.....Secretary & Treasurer
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Gaile Dody.....Supr., Central Steno
Sigrid Ramberg.....Supr., File & Reception

Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H. Russell, Jr.....of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. & Chicago
Emmanuel Dannett.....of McGoldrick, Winn, Dannett & Burke, New York
Elisha Goldfarb.....MBS, New York

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Harold Wagner.....Mgr., Program Operations

John Newhouse....Asst. Mgr., Pgm. Operations
Milton Burgh.....Director, News
Arthur Feldman.....Dir., Special Events
Paul Jonas.....Director, Sports
B. J. Hauser.....Director, Co-op Programs
Herbert Rice.....Director, Production
Edwin Otis.....Commercial Program Supr.
Dorothy Kemble...Dir., Continuity Acceptance Religious and Educational Programs
Marion Lennox.....Asst. Dir., Continuity Accep.
Celeste Clous.....Asst. Dir., Religious and Educational Programs
Dolores Goudsward.....Supr., Program Traffic
Idella Grindlay.....Day Program Supervisor
Hugo Seiler, Frank Miller....Night Pgm. Suprs.

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Charles Godwin.....Dir., Station Relations
Robert Carpenter.....Eastern Manager
Roy Danish.....Western Manager
Ruth Jaffe.....Supr., Station Traffic
Robert O'Connor.....Mgr., Station Information
Leslie Learned.....Chief, Engineering Traffic
James Chapman.....Supt., Engineering Traffic
Lewis Tower.....Chief Facilities Engineer
Margaret Riordan..Supr., Wires Communications
Margaret Kelly.....Telephone Supr.

Accounting

George Ruppel .....Controller
Richard Groome.....Asst. Controller
Jane Poser.....Supr., Affidavits

Advertising, Press Information, and Research

Robert A. Schmid.....Vice-President
James S. Tyler.....Director, Advertising
Harold M. Coulter.....Director, Promotion
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Dick Dorrance.....Dir., Public Relations & Press Information
Francis X. Zuzulo.....Mgr., Press Information
Henry Poster.....Manager, Research
F. Carleton McVarish..Mgr., Audience Promotion
Frederick Schneier.....Mgr., Presentations
Arnold Roston.....Art Director
Winifred Hall.....Production Supervisor

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Sidney P. Allen.....Admin. Mgr., Network Sales
John R. Overall.....Eastern Sales Manager
Carroll Marts.....Midwestern Sales Manager
Alma Graef.....Manager, Sales Service
T. E. Danley.....Manager, Sales Traffic
Sally Joseph.....Manager, Contracts

Washington

Hollis Seavey.....Dir., Washington Operations
William Hillman....White House Correspondent

Chicago

Carroll Marts.....Midwestern Sales Manager
Dorothy Reynolds...Midwest Sales Service Mgr.
Myrtle Goulet.....Office Mgr. & Pgm. Traffic
George Herro.....Dir., Promotion & Press Information Representative

Hollywood

Ned Tollinger.....Program Manager
Copp Collins....Press Information Representative

millions listen... millions buy!

WJR

the **GREAT VOICE** *of the* **GREAT LAKES**

This market data indicates the tremendous potential of WJR, The Great Voice of the Great Lakes . . . *MILLIONS LISTEN . . . MILLIONS BUY WJR-ADVERTISED PRODUCTS!*

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	$13,613,431,000	9.3
Food Sales	$ 3,266,766,000	9.4
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

50,000 watts Clear Channel

WJR Detroit The Goodwill Station

CBS Radio Network

Radio—America's Greatest Advertising Medium

Represented Nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Avenue, New York

National Broadcasting Company

J. H. McConnell
President

IN 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.

NATIONAL BROAD

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

CASTING COMPANY

NATIONAL BROADCASTING COMPANY

NETWORK FACILITIES
AS OF [illegible] 1 1952

NATIONAL
BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell, Chairman

John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison
Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward J. McGrady
David Sarnoff
Sylvester L. Weaver, Jr.

OFFICERS

Niles Trammell.....Chairman of the Board
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William F. Brooks.....Vice President
Ted Cott.....Vice President
Sydney H. Eiges,.....Vice President
George H. Frey,.....Vice President
James M. Gaines.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
John K. Herbert.....Vice President
Harry C. Kopf.....Vice President
Edward D. Madden.....Vice President
Gustav B. Margraf.....V.P. & General Attorney
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Thomas E. Ervin.....Assistant Secretary
Paul B. Lynch.....Assistant Secretary
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William A. Williams.....Assistant Treasurer

DEPARTMENTS and DIVISIONS

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Samuel Chotzinoff.....General Music Director

Legal Department

Gustav B. Margraf.....V.P. & General Attorney
Thomas E. Ervin.....Assistant General Attorney
John Shute, Sr.....Attorney
Arthur Cuddihy, Jr.....Attorney
James Denning .....Attorney
Theodore Kupferman.....Attorney
Paul B. Lynch.....Attorney
Charles J. Moos.....Attorney
Benjamin Raub .....Attorney
Gordon Cahill, Zachry & Reindel.....Counsel

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Frank Young.....Public Relations Representative

Press Department

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J. C. Dine.....Director of Press
Allan Kalmus.....Supr. of TV Publicity
Samuel Kaufman.....Editorial Supervisor
William Lauten.....Trade News Editor
Anita L. Barnard.....Manager of Information

Continuity Acceptance

Stockton Helffrich.....Mgr. of Continuity Acceptance

Station Relations Departments

Carleton D. Smith.....Vice President in Charge
Fred Shawn...Director of Radio Station Relations
Sheldon Hickox.....Dir. of TV Station Relations
Ludwig W. Simmel.....Manager of Minute Man and Co-op Program Activities
Harry Woodman.....Mgr. of Traffic Department

Finance Departments

Joseph V. Heffernan.....Financial Vice President
Hamilton Young.....Operations Analyst

Budget Department

Leslie C. Vaughan.....Budget Director
Stephen Riddleberger.....Asst. Budget Director

Controllers Department

Harry McKeon .....Controller
Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller

Treasurers Department

Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer
William Bloxham.....Purchasing Agent

Capital Appropriations Department

Robert Luening.....Director of Capital Appropriations Department

Engineering Department

O. B. Hanson.....V.P. & Chief Engineer

William A. Clarke.....Administration Assistant

Edward R. Cullen.....Liaison Engineer

Joseph D'Agostino.....Liaison Engineer

Raymond Guy.....Manager of Radio & Allocations Engineering

George Nixon..Mgr. of Engineering Development

Chester Rackey.Mgr. of Audio-Video Engineering

James Wood.....Manager of Technical Services

Personnel Department

Ernest de la Ossa.....Director of Personnel

Donald Mackenzie.Mgr. of Personnel Department

Donald Rutledge.....Mgr. of Employe Rel.

Edmund Souhami.....Labor Relations Assistant to the Director of Personnel

Elizabeth Haglund....Supr. of Placement Section

John Steeves.....Supervisor of Records & Salary Administration Section

Seth Faison.....Supervisor of Employee Service Section

Bernard J. Handler, M.D.....Company Physician

Plans and Research Department

Hugh M. Beville....Director of Plans & Research

Integrated Services Departments

William S. Hedges.....Vice President in Charge of Integrated Services

William B. Miller.....Night Executive Officer

Frances Sprague.....Chief Librarian

Charles Hicks.....Manager of Radio Recording

Albert Walker.....Manager of Transportation

Willard Frech.....Cost Accountant for Integrated Services

Program Services Department

Arch Robb.....Manager of Program Services Department

Thomas Belviso.....Supervisor of Music Rights & Music Library

Ross Donaldson.....Supervisor of Literary Rights & Playreading

Patrick Kelly.....Supervisor of Announcers

John Curran.....Supr. of Associate Directors

Frederick Knopfke.....Supr. of Sound Effects

Robert Troy Supr. of Night Operations

Building and General Services Department

Edward Lowell.....Mgr. of Building & General Service Department

Albert Humbert.....Supr. of Building Maintenance Division

Helen Davis.....Supr. of Office Services Division

George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter Tintle.....Mgr. of Guest Relations Dept.

Joseph Phillips.....Supr. of Reception Divn.

James Gaines.....Supr. of Ticket Division

RADIO NETWORK

Controllers Department

Henry T. Sjogren...Controller for Radio Network

Sales Departments

John K. Herbert.....V.P. & Gen. Sales Mgr. for the Radio Network

George MacGovern.....Administrative Assistant

Walter Scott....Nat. Radio Network Sales Mgr.

Sackett Miles.....Sales Service Manager

Advertising and Promotion Department

Jacob A. Evans.....Mgr. of Advertising & Promotion Department

Clyde Clem.....Supr. Station Promotion

Gerald Steel.....Audience Promotion Mgr.

Harold Shepard.....Supr. of Sales Promotion

Program Departments

Charles C. Barry.....V.P. in Charge of Radio Network Programs

Robert Wogan.....Supr. of Program Operations

Van Woodward.....Supr. of Script Preparation

Mitchell Benson.....Mgr. of Contract Administration Office

Samuel Chotzinoff.....General Music Director

Ernest La Prade.....Supr. of Music Research

News, Special Events and Public Affairs Department

Henry Cassidy.....Director of Radio News, Special Events & Public Affairs

Joseph Meyers...Mgr. of Radio News Operations

Public Affairs and Education

Edward Stanley.....Mgr. of Public Affairs & Education

Doris Corwith.....Supr. of Religious Broadcasts & Talks

Margaret Cuthbert....Supr. of Pub. Affairs Pgm.

Technical Operations Department

George McElrath.....Director of Radio Network Technical Operations

Thomas Phelan.....Manager of New York Radio Technical Operations

John Flynn.....WNBC Station Engineer

Paul Gallant.....Supr. of Radio Bcstg. Operations

John Gullans.....East Coast International Station Engineer

Charles Phelan.....Supr. of Radio Equipment Maintenance

Edgar Parkhurst.....West Coast International Station Engineer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)

Keystone Broadcasting System

SIDNEY WOLF
President

THIS year, the radio industry faces another period of adjustment . . . learning to live with television. Despite the predictions of the obituary writers, radio is still here and thriving heartily.

In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their home town radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this *plus* audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is *beyond effective television.* Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the *logical answer for supplementary coverage* to metropolitan television. KBS is the *only* network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950 . . . and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added . . . and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They *discovered* Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of $40,000,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.

KEYSTONE
BROADCASTING SYSTEM, INC.

111 Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf ..... President
Joseph Bayer ..... Vice-President
Noel Rhys ..... Vice-President
Arthur Wolf ..... Secretary-Treasurer

New York

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460

Noel Rhys ..... Vice-President and Eastern Sales Manager
Eve Bannier ..... Office Manager
James A. Yergin ..... Research Director

Chicago

111 W. Washington St., Chicago, Ill.
Phone: STate 2-6303

Sidney J. Wolf ..... President
Edwin R. Peterson ..... Special Representative
Blanche Stein ..... Director of Station Relations
Wyn Spangenberg ..... Traffic Manager
Bea Vincent ..... Accountant

SERVICES OFFERED: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 475 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these *local level stations* are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.

NO TELEVISION RECEPTION!

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

RED BAND FLOUR

OMEGA OIL

CHAMBERLAIN'S HAND LOTION

DOLCIN

KEYSTONE BROADCASTING SYSTEM, INC.

SUCCESSFULLY BUILD ADVERTISERS

PILLSBURY

YOUR PRODUCT

GENERAL FOODS

FEEN-A-MINT

WILDROOT

CARTER'S PILLS

PEPTO-BISMOL

GOLD MEDAL FLOUR

NESTLE'S

PEPSODENT

MURINE

SCOTT'S EMULSION

AIRMAID HOSIERY

PIERCE'S PROPRIETARIES

NEW YORK: 580 Fifth Ave. • CHICAGO: 111 W. Washington St.

KEYSTONE BROAD

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

CASTING SYSTEM

KEYSTONE BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF FEBRUARY 1, 1952

Liberty Broadcasting System

Gordon McLendon
President

JUST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

In November, 1947, over KLIF in Dallas, Texas, came the first of Liberty's now-famous recreated sports features — a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

•

Today Liberty has proved to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

•

To the original key station in Dallas. Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

•

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?

Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

•

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.

What are some of the programs that Liberty offers? 1. The famous baseball "Game of the Day"; 2. National professional football; 3. West Coast "Game of the Week"; 4. Friday and Saturday night football; 5. Basketball's "Game of the Night."

•

What about television and Liberty?

While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But *not* by competing with television.

•

Liberty firmly believes in television as a great source of entertainment for millions of families.

•

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

•

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

•

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

•

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

•

Liberty has taken this formula and proved that it works for a network, too.

Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.

LIBERTY
BROADCASTING SYSTEM, INC.

2100 Jackson Street
Dallas 1, Texas
Phone: Randolph 2421

Officers and Directors

Co-Chairmen of the Board.....B. R. McLendon
H. R. Cullen
President.....Gordon B. McLendon
Executive Vice-President.....James H. Foster
Secretary-Treasurer .....Dorothy Manning
Vice-President.....Paul C. Munroe
Vice-President .....Harold Vertel
Vice-President.....James B. Kirksmith
Vice-President .....Benton Paschall
Vice-President .....Tom Carr
Vice-President .....Glenn Callison
Vice-President.....J. Carlton Adair
Vice-President.....H. W. (Bob) Bumpas

Departments and Divisions

Assistant to the President.....John Dunnagan

Legal Department

General Counsel.....Lester M. May
Cohn & Marks, Washington, D. C.
Marcus B. Cohn, Leonard Marks

Office Management

Secretary-Treasurer .....Dorothy Manning
Credit Manager.....H. W. Olds
Accountant .....Ruby Eaton
Accountant .....Elizabeth Sego

Program Department

Vice-President in charge of Programming
and Production.....H. W. (Bob) Bumpas
Program Director.....Glenn Douglas
Director of Continuity.....Buddy Pitcher
Program Monitor.....Brooks Read
Director of Production.....Tom Hubbard
Director of Traffic.....Mary Jo Taylor

Sports Department

Vice-President in charge of Sports and
Special Events.....James B. Kirksmith
Director of Football.....Lindsey Nelson
Director of Production.....John Kieran, Jr.

Station Relations Department

Vice-President.....J. Carlton Adair
Director of Station Relations.....Bruce Collier
Eastern Manager of Station Relations..Paul Girard
Vice-President of Southeastern Division..Tom Carr
Midwestern Manager of
Station Relations.....Martin J. McGeehan
Vice-President of Western Division.Benton Paschall
Southwestern Division of Station
Aelations .....Virgil Wescoat

Publicity Department

Director of Press.....Matty Brescia

Sales Department

(New York)

Vice-President of National Sales...Paul C. Munroe
Sales Manager.....Ben Coleman

National Sales Coordination

(Dallas)

Vice-President .....Harold Vertel
Director of Client Relations.....Sewall Cutler
Director of Rates.....Don Newbury
Coordinator .....Craig LaTaste

District Offices

Midwestern Sales Manager....Martin J. McGeehan
Vice-President of West Coast Sales.Benton Paschall
Vice-President of Southeastern Sales.....Tom Carr

Engineering Department

Vice-President .....Glenn Callison
Assistant Chief Engineer.....Ralph Ingram

New York, N. Y.

509 Madison Avenue
Phone: MUrray Hill 8-5580

National Sales Manager.....Paul C. Munroe

Hollywood, Calif.

5939 Sunset Boulevard
Phone: HUdson 2-7471

Vice-President of West Coast
Operations .....Benton Paschall

Chicago, Ill.

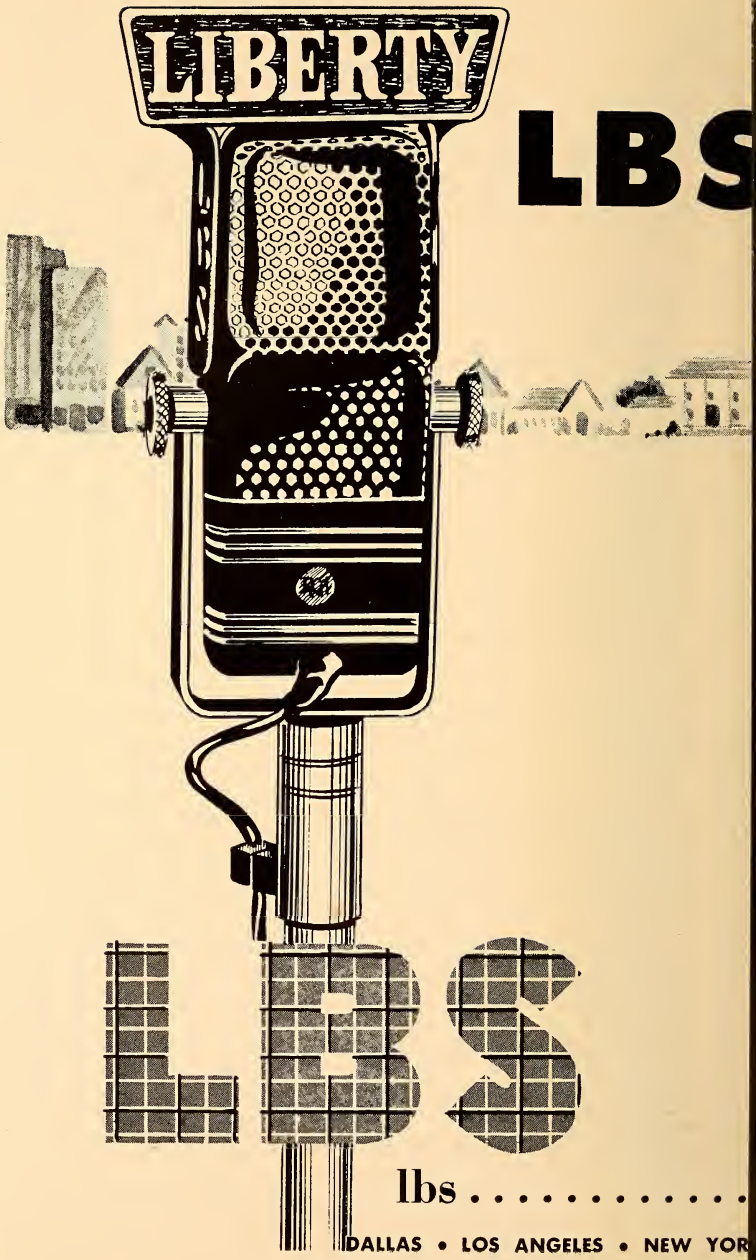
75 E. Wacker Drive
Phone: FRanklin 2-8714

Midwestern Manager.....Martin J. McGeehan

Atlanta, Ga.

87½ Fairlie Street
Phone: Alpine 5132

Vice-President of the Southeastern
Division .....Tom Carr

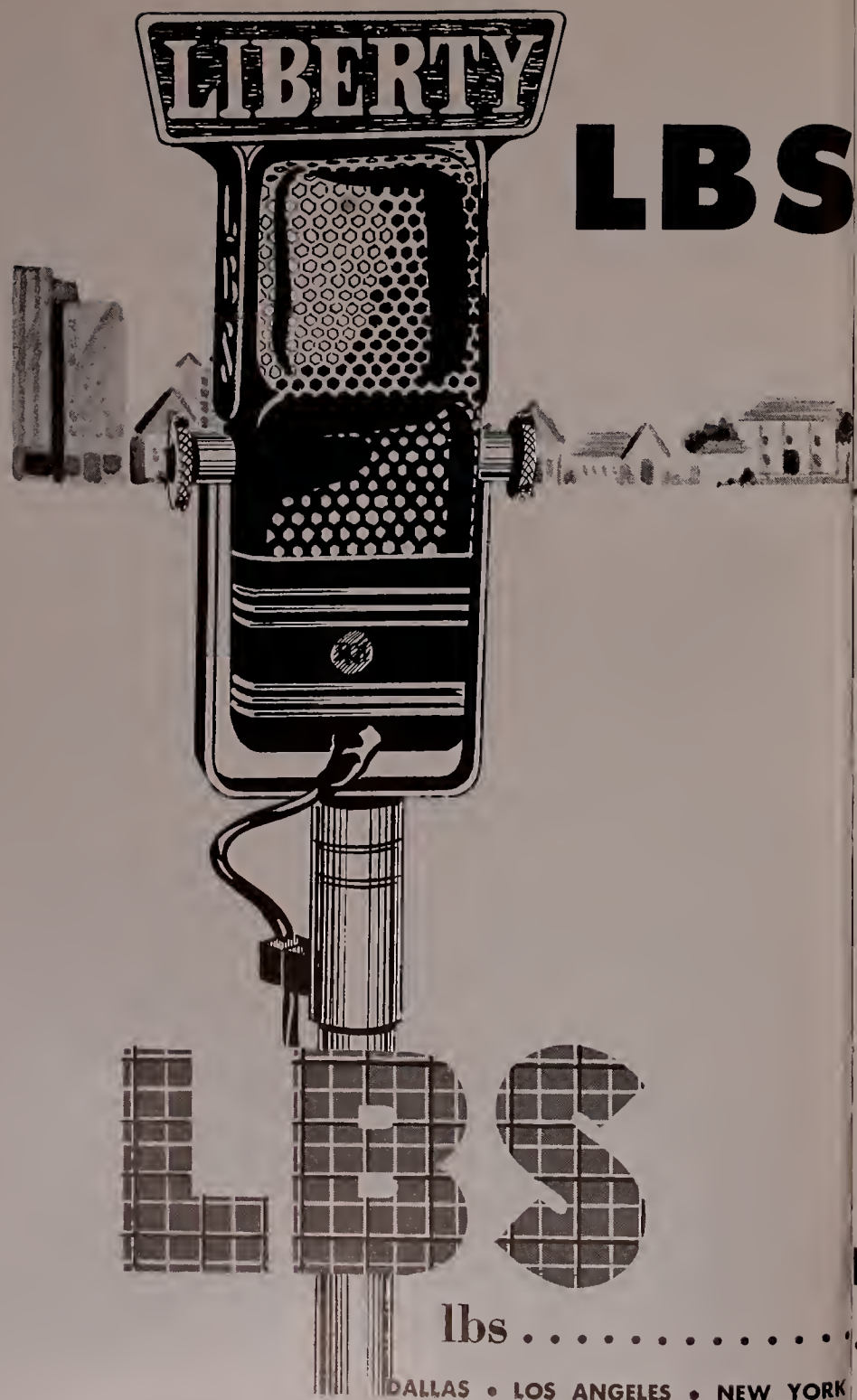

LIBERTY
LBS
LBS
lbs . . . . . .
DALLAS • LOS ANGELES • NEW YOR

has millions!

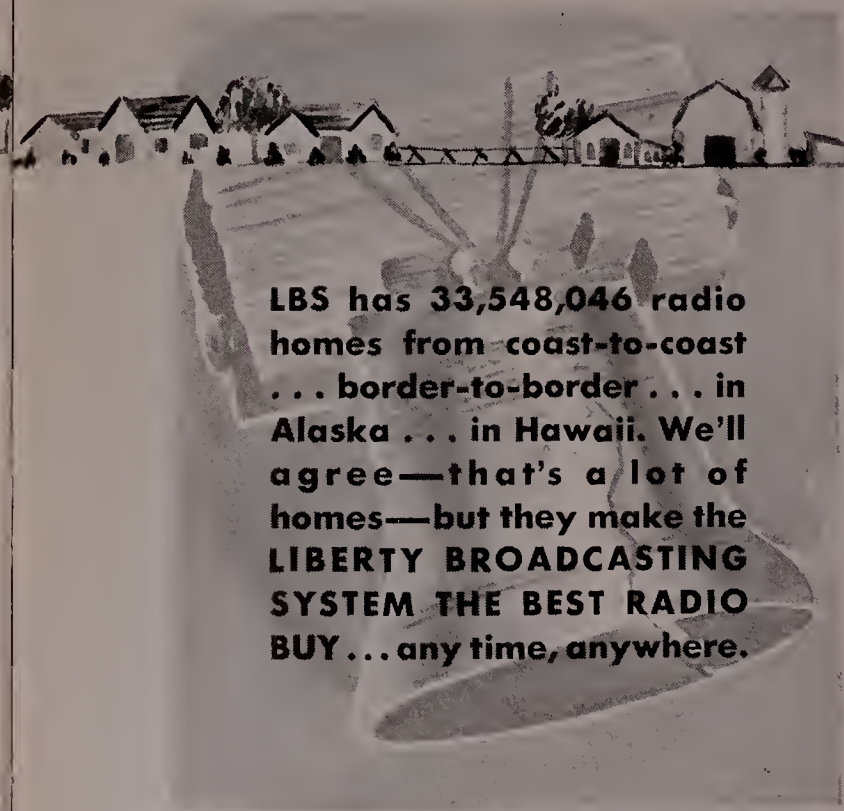
IBERTY BROADCASTING SYSTEM

. . . . . pounds home your message

ATLANTA • WASHINGTON • CHICAGO



LBS *has millions!*



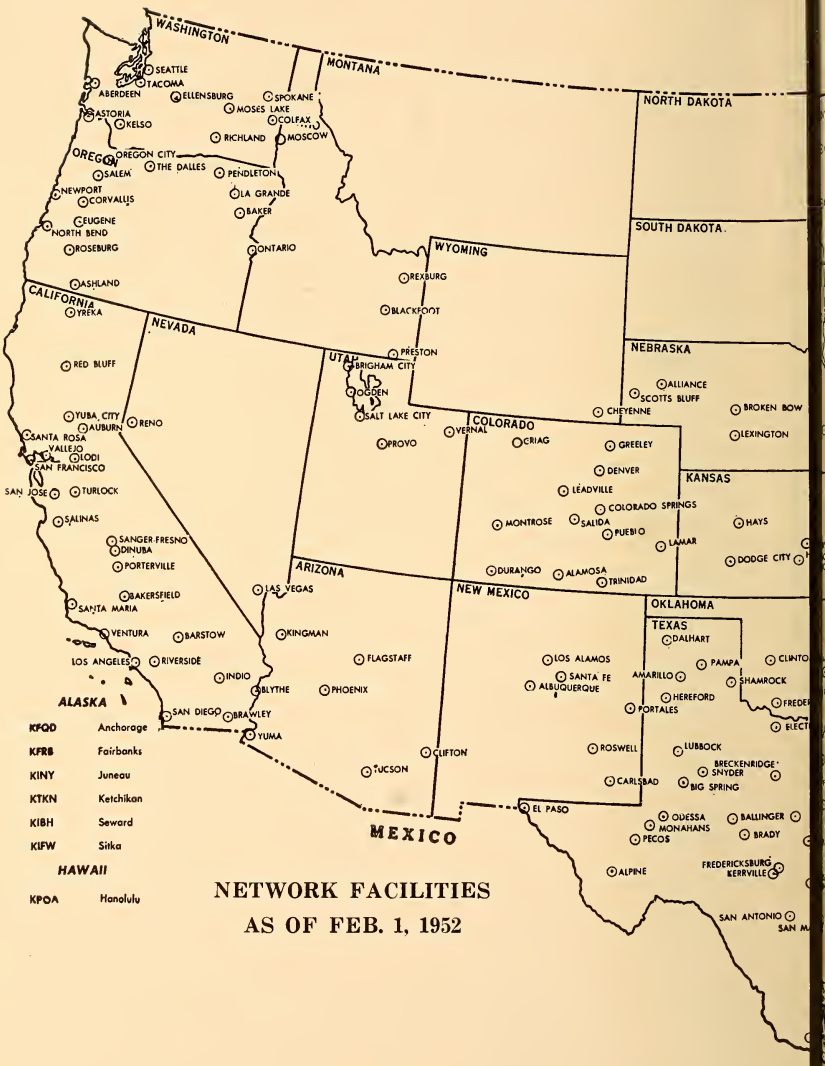
LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.

LIBERTY BROADCASTING SYSTEM

lbs . . . . . pounds home your message

DALLAS • LOS ANGELES • NEW YORK • ATLANTA • WASHINGTON • CHICAGO

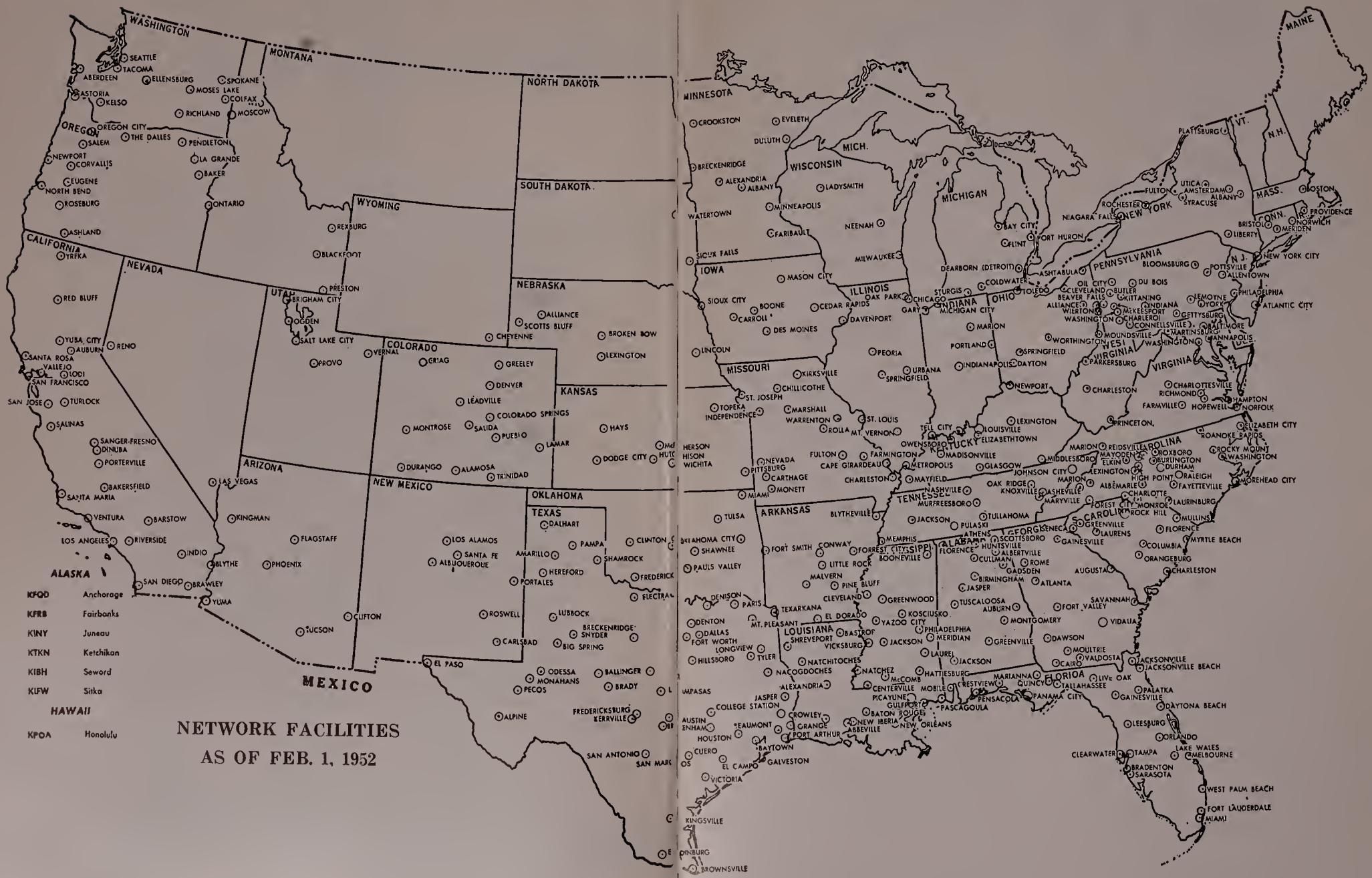
LIBERTY BROAD



NETWORK FACILITIES
AS OF FEB. 1, 1952

CASTING SYSTEM

LIBERTY BROAD CASTING SYSTEM



REGIONAL NETWORKS

☆

Alaska Broadcasting System

CBS, NBC
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
Commercial Manager .....Irving Lusk
Traffic Manager.....A. L. Christensen
Program Manager .....Tom Ewing
Promotion Manager .....Albert Agan
Auditor.....F. Daniel McLean
Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1091, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Saward; KIFW, Sitka.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Vice-Presidents .....A. H. Green, C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Director .....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Mgr., owner .....Arlo W. Morris
KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

Arkansas Group

(Address Any Station)

STATIONS

KVRC, Arkadelphia; KDMS, El Dorado; KGRH, Fayetteville; KXJK, Forrest City; KFPW, Fort Smith; WGVM, Greenville, Miss.; KHOZ, Harrison; KFFA, Helena; KXAR, Hope; KWFC, Hot Springs; KXRJ, Russellville; KWAK, Stuttgart; KTFS, Texarkana; KBTM, Jonesboro; KNBY, Newport; KDRS, Paragould; KCLA, Pine Bluff; KWEM, West Memphis; KAMD, Camden.

Arkansas Network

114 E. Capitol St., Little Rock, Ark.

STATIONS

KARK, Little Rock and all other stations in Arkansas.

Arrowhead Network

WEBC Building, Duluth 2, Minn.
Phone: Melrose 2-2873

PERSONNEL

President .....Morgan Murphy
V.-P. & Gen. Mgr.....Walter C. Bridges
Director of Engineering....Charles P. Perrons

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290

PERSONNEL

President .....W. L. Gleeson

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.; Phone: 5157, Adam Young, N. Y., Chicago, San Francisco and Los Angeles.

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr. .....Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Northern Group

PERSONNEL

Manager .....Jack A. Mitchell (KSYC)
West Coast representative, Tracy, Moore & Associates

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager .....William D. Shaw
Sales Manager .....Edwin W. Buckalew
Asst. Sales Manager.....Alan Axtell
Sales Promotion Mgr.....Sherril W. Taylor
Program Director .....George W. Allen
News Director .....Jack Beck
Public Affairs Director.....Bill Whitely
Chief Engineer .....Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 5-2000, Wendell Campbell, Sales Mgr.; Radio Spot Sales, 903 Three Sisters Bldg., Memphis, Tenn., Phone: Tennessee 37-8612, H. H. Holtshouser, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000, Bok Reitzel, Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg., Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales, 410 North Michigan Avenue, Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 1313 No. Vine Street, Los Angeles, Calif., HO 9-1212, Richard C. Elpers, Sales Mgr.

KCBS, San Francisco, California; KROY, Sacramento, California; KCBQ, San Diego, California; KXOC, Chico, California; KCMJ, Palm Springs, California; KCKY, Coolidge, Arizona; KERN, Bakersfield, California; KOOL, Phoenix, Arizona; KFRE, Fresno, California; KOPO, Tuscon, Arizona; KGDM, Stockton, Califorina; KOLO, Reno, Nevada; KNX, Los Angeles, California; KERG, Eugene, Oregon; KIMA, Yakima, Washington; KOIN, Portland, Oregon; KIRO, Seattle, Washington; KXLY, Spokane, Washington.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General Manager .....Albert G. Meyer
Commercial Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KEXO, Grand Junction; KCSJ, Pueblo; KYOU, Greeley; KRDO, Colorado Springs; KFTM, Fort Morgan.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

BRANCH OFFICES

WNHC, 1110 Chapel St., New Haven, Conn., James Milne, Director; WATR, 440 Meadow Street, Waterbury, Conn., Sam Elman, Director; WTOR, 93 Main Street, Torrington, Conn., Ed Waller, Director; WNAB, 991 Broad Street, Bridgeport, Conn., Levon Thomas, Director; WSTC, 270 Atlantic Street, Stamford, Conn., Julian Schwartz, Director; WNLC, Mohican Hotel, New London, Conn., Gerald Morey, Director.

STATIONS

WNAB, Bridgeport; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury, Conn.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: LIncoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert Lea; KWLM, Wilmar; KWNO, Winona.

Dixie Network

State National Bldg., Houston 2, Tex.

PERSONNEL

President .....H. C. Davis
Exec. Vice-Pres.....King H. Robinson

STATIONS

KATL, Houston; KRIC, Beaumont.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

President .....Willet H. Brown
Exec. Vice-Pres. .....Ward D. Ingrim
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. of Operations.....A. J. LaFrano
Nat. Adv. Mgr. .....Henry Gerstenkorn
KHJ Sales Manager .....Leon Wray
Dir. Public Relations.....Bud Coulson
Promotion Director.....H. H. Sonnenburg
News & Special Events.....Les Mawhinney
Chief Engineer .....Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres.; National Reps., John

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJI, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV; Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah, Ga.

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

Manager .....Jack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great West Network

Box 1338, Albuquerque, N. Mex.

PERSONNEL

President .....William T. Kirk
General Manager .....Ken Palmer
General Sales Manager.....Keith Tye
National Sales Manager.....Larry Darley
Assistant Manager .....Ted Nelson

STATIONS

KVER, Albuquerque; KSVP, Artesia.

Guy Gannett B'estng. System

Gannett Bldg., Portland, Me.

STATIONS

WGAN, Portland; WGUY, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.

STATIONS

WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President .....George C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: JUdson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr. Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)
1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President .....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager .....Fred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor .....C. Thomas Wade

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President..... .. ..Eleanor McClathy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

(Address Any Station)

STATIONS

WPIK, Alexandria; WARL, Arlington; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Chevy Chase, Maryland.

Michigan Radio Network

1800 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

President .....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager .....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Major Markets Group

PERSONNEL

Chairman .....Walter B. Haase

STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Baudino, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.
Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKI; Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network

3415 University Ave., St. Paul W4, Minn.; 3415 University Ave., S.E., Minneapolis 14, Minn.
Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager .....P. D. Hall
National Sales Mgr.....G. P. Brown
Promotion Director .....V. Barath
Regional Sales .....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WRGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGA, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

General Manager .....Roger W. Clipp
Sales Manager .....Norman R. Prouty

STATIONS

WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928

PERSONNEL

General Manager.....Emil J. Pouzar

STATIONS

KXLR, Little Rock and all stations in Arkansas.

Rebel Network

(Address Any Station)

PERSONNEL

Business Manager .....Frank Gentry

STATIONS

WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL

President .....C. E. Snyder
Secy-Treas. .....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel...D. K. deNeuf
Sales Manager.....H. S. Brown
Program Manager.....J. A. Short
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hamrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyster, WRUN-FM, Utica-Rome, WWNY-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager .....J. Robert Gulick
Technical Dir. .....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE
Robert Meeker Associates

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDT, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

BRANCH OFFICES

(KTBS), 312 E. Kings Highway, Shreveport, La., Phone: 7-3644, Gen. Mgr. E. Newton Wray; (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

STATIONS

KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; WFAA, Dallas, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager .....Dale Drake
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

President .....Hartwell Campbell
Vice-President .....Samuel Brody
Secy. and Treas. .....Ray D. Williams
Secy. (Raleigh Office).....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

Viking Network

P. O. Box 296, Beaverton, Ore.
Phone: 4-4911

PERSONNEL

Manager .....Tom Hotchkiss

STATIONS

KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KMCM, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTIL, Tillamook, all Oregon, and KELS, Kelso, Wash.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President .....Earl Huth

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wisc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

President William O'Neil
Executive Vice-Pres. & Gen. Mgr.
Linus Travers
Vice-President .....George Steffy
Vice-President .....Thomas O'Neil
Dir. of Production.....Paul Keyes
Editor, Yankee Network News Service
Leland Bickford
Technical Director.....I. B. Robinson

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

ESTIMATED FAMILIES FOR 1952

State	U. S. Population April 1, 1952 (Estimated)	Total Housing Units	U. S. Families April 1, 1952 (Estimated)	Stations in State
ALABAMA	3,204,000	846,842	773,000	72
ARIZONA	777,000	241,125	209,000	27
ARKANSAS	1,907,000	575,698	519,000	42
CALIFORNIA	11,170,000	3,608,644	3,507,000	137
COLORADO	1,381,000	438,297	401,000	32
CONNECTICUT	2,090,000	614,075	575,000	26
DELAWARE	324,000	97,002	88,000	6
DISTRICT OF COLUMBIA	832,000	234,734	218,000	7
FLORIDA	2,870,000	961,084	816,000	76
GEORGIA	3,586,000	966,896	891,000	76
IDAHO	608,000	189,601	173,000	23
ILLINOIS	9,107,000	2,579,283	2,566,000	75
INDIANA	3,990,000	1,233,441	1,159,000	46
IOWA	2,692,000	814,622	773,000	47
KANSAS	1,980,000	626,087	577,000	36
KENTUCKY	3,071,000	821,271	761,000	46
LOUISIANA	2,777,000	779,851	711,000	44
MAINE	949,000	311,692	284,000	14
MARYLAND	2,430,000	691,322	636,000	23
MASSACHUSETTS	4,850,000	1,408,797	1,308,000	50
MICHIGAN	6,590,000	1,979,994	1,825,000	67
MINNESOTA	3,101,000	921,270	832,000	47
MISSISSIPPI	2,177,000	610,249	576,000	43
MISSOURI	4,122,000	1,269,772	1,103,000	51
MONTANA	621,000	195,184	179,000	25
NEBRASKA	1,391,000	417,305	379,000	22
NEVADA	170,000	57,457	51,000	11
NEW HAMPSHIRE	559,000	192,031	157,000	12
NEW JERSEY	5,037,000	1,509,402	1,385,000	19
NEW MEXICO	715,000	199,964	181,000	25
NEW YORK	15,571,000	4,651,857	4,332,000	97
NORTH CAROLINA	4,214,000	1,059,335	1,020,000	97
NORTH DAKOTA	618,000	176,602	160,000	14
OHIO	8,276,000	2,416,356	2,340,000	70
OKLAHOMA	2,231,000	715,418	623,000	43
OREGON	1,577,000	526,482	504,000	45
PENNSYLVANIA	10,928,000	3,044,785	2,853,000	113
RHODE ISLAND	821,000	244,784	221,000	11
SOUTH CAROLINA	2,180,000	559,203	522,000	46
SOUTH DAKOTA	665,000	195,079	177,000	12
TENNESSEE	3,365,000	925,143	851,000	61
TEXAS	8,046,000	2,398,125	2,151,000	185
UTAH	702,000	201,156	187,000	18
VERMONT	396,000	122,707	103,000	9
VIRGINIA	3,434,000	905,463	817,000	57
WASHINGTON	2,497,000	814,847	788,000	53
WEST VIRGINIA	2,075,000	544,477	494,000	38
WISCONSIN	3,505,000	1,063,118	958,000	59
WYOMING	304,000	93,242	86,000	13
TOTAL U. S.	**156,483,000**	**46,151,170**	**42,770,000**	**2,268**

Source: Population based on Census Bureau projections, U. S. Census, 1950. Housing Units and Families based on Family Characteristics, U. S. Census, 1950.

AM RADIO STATIONS

U. S. Station Index

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Frequency — Power

•

Stations Alphabetically
Listed by States—Cities

•

Key Personnel

WOR sells everything*

for more people

to more people

at less cost more often

than any other station

in the United States!

*depending that the product or service is ethical, in good taste and in the interest and welfare of WOR's millions of listeners.

Index of Standard Stations of U. S.

Station	City—State	Page
CKLW	Detroit, Mich.	478
KAAA	Red Wing, Minn	491
KABC	San Antonio, Tex	663
KADA	Ada, Okla.	585
KAFP	Petaluma, Calif.	353
KAFY	Bakersfield, Calif.	341
KAGH	Crossett, Ark.	335
KAHU	Honolulu, Hawaii	706
KAKC	Tulsa, Okla.	589
KAKE	Wichita, Kans.	442
KALA	Sitka, Alaska	706
KALB	Alexandria, La.	450
KALE	Richland, Wash.	685
KALG	Alamogardo, N. M.	524
KALI	Pasadena, Calif.	352
KALL	Salt Lake City, Utah	669
KALT	Atlanta, Tex.	642
KAMD	Camden, Ark.	334
KAMQ	Amarillo, Tex.	641
KANA	Anaconda, Mont.	509
KAND	Corsicana, Tex.	647
KANE	New Iberia, La	453
KANS	Wichita, Kans.	443
KAPA	Raymond, Wash.	685
KARE	Atchison, Kans.	438
KARK	Little Rock, Ark	337
KARM	Fresno, Calif.	344
KASA	Elk City, Okla	586
KASH	Eugene, Ore.	592
KASI	Ames, Iowa	432
KASM	Albany, Minn.	487
KAST	Astoria, Ore.	591
KATE	Albert Lea, Minn	487
KATL	Houston, Tex.	654
KATO	Reno, Nev.	516
KATY	San Luis Obispo, Calif	359
KAUS	Austin, Minn.	487
KAVE	Carlsbad, N. M	524
KAVL	Lancaster, Calif.	347
KAWT	Douglas, Ariz.	330
KAYL	Storm Lake, Iowa	438
KAYS	Hays, Kans.	440
KBIG	Avalon, Calif.	341
KBIO	Burley, Idaho	406
KBIS	Bakersfield, Calif.	341
KBIX	Muskogee, Okla.	587
KBIZ	Ottumwa, Iowa	437
KBKH	Pullman, Wash.	685
KBKI	Alice, Tex.	641
KBKO	Portland, Ore.	595
KBKR	Baker, Ore.	591
KBKW	Aberdeen, Wash.	682
KBLF	Red Bluff, Calif	353
KBLI	Blackfoot, Idaho	405
KBMN	Bozeman, Mont.	510
KBMW	Wahpeton, N. D.	571
KBMX	Coalinga, Calif.	342
KBMY	Billings, Mont.	509
KBND	Bend, Ore.	591
KBNZ	La Junta, Colo	368
KBOA	Kennett, Mo.	504
KBOE	Oskaloosa, Iowa	436
KBOK	Waterloo, Iowa	438
KBOL	Boulder, Colo.	364
KBON	Omaha, Neb.	514
KBOP	Pleasanton, Tex.	662
KBOR	Brownsville, Tex.	645
KBOW	Butte, Mont.	510
KBOX	Modesto, Calif.	350
KBRC	Mount Vernon, Wash	684
KBRL	McCook, Neb.	514
KBRO	Bremerton, Wash.	682
KBRS	Springdale, Ark.	340
KBST	Big Spring, Tex	644
KBTA	Batesville, Ark.	334
KBTM	Jonesboro, Ark.	335
KBUC	Corona, Calif.	343
KBUD	Athens, Tex.	642
KBUH	Birgham City, Utah	668
KBUN	Bemidji, Minn.	487
KBUR	Burlington, Iowa	432
KBWD	Brownwood, Tex.	645
KBYE	Oklahoma City, Okla	587
KBYR	Anchorage, Alaska	705
KBZY	Grand Rapids, Minn	489
KCAP	Helena, Mont.	511
KCBC	Des Moines, Iowa	434
KCBD	Lubbock, Tex.	657
KCBQ	San Diego, Calif	355
KCBS	San Francisco, Calif	356
KCFH	Cuero, Tex.	647
KCHA	Charles City, Iowa	433
KCHI	Chillicothe, Mo.	501
KCHJ	Delano, Calif.	343
KCHS	Truth Or Consequences, N. M.	527
KCID	Caldwell, Idaho	406
KCIJ	Shreveport, La.	456
KCIL	Houma, La.	451
KCIM	Carroll, Iowa	432
KCJB	Minot, N. D.	571
KCKN	Kansas City, Kans	440
KCKN	Kansas City, Mo	503
KCKY	Coolidge, Ariz.	330
KCLA	Pine Bluff, Ark	339
KCLE	Cleburne, Tex.	646
KCLF	Clifton, Ariz.	329
KCLO	Leavenworth, Kans.	441
KCLS	Flagstaff, Ariz.	330
KCLX	Colfax, Wash.	683
KCLW	Hamilton, Tex.	653
KCMC	Texarkana, Tex.	666
KCMJ	Palm Springs, Calif	352
KCMO	Kansas City, Mo	503
KCNA	Tucson, Ariz.	333
KCNC	Fort Worth, Tex	650
KCNI	Broken Bow, Neb	513
KCNO	Alturas, Calif.	341
KCNY	San Marcos, Tex	664
KCOG	Centerville, Iowa	433
KCOH	Houston, Tex.	654
KCOK	Tulare, Calif.	362
KCOL	Ft. Collins, Colo	366
KCOM	Sioux City, Iowa	437
KCON	Conway, Ark.	335
KCOR	San Antonio, Tex	663
KCOW	Alliance, Neb.	512
KCOY	Santa Maria, Calif	361
KCRA	Sacramento, Calif.	353

KCRC — Enid, Okla. 586
KCRE — Crescent City, Calif. 343
KCRG — Cedar Rapids, Iowa 432
KCRS — Midland, Tex. 658
KCRT — Trinidad, Colo. 369
KCRV — Caruthersville, Mo. 501
KCSB — San Bernardino, Calif. 354
KCSJ — Pueblo, Colo. 368
KCSU — Provo, Utah 669
KCTI — Gonzales, Tex. 653
KCTX — Childress, Tex. 646
KCUL — Fort Worth, Tex. 650
KCVR — Lodi, Calif. 347
KDAC — Fort Bragg, Calif. 344
KDAL — Duluth, Minn. 488
KDAS — Malvern, Ark. 339
KDB — Santa Barbara, Calif. 360
KDDD — Dumas, Tex. 649
KDEC — Decorah, Iowa 434
KDET — Center, Tex. 646
KDHL — Faribault, Minn. 489
KDIA — Auburn, Calif. 341
KDIX — Dickinson, N. D. 569
KDKA — Pittsburgh, Pa. 615
KDKD — Clinton, Mo. 501
KDLA — DeRidder, La. 451
KDLK — Del Rio, Tex. 648
KDLM — Detroit Lakes, Minn. 488
KDLR — Devils Lake, N. D. 569
KDMA — Montevideo, Minn. 491
KDMO — Carthage, Mo. 501
KDMS — El Dorado, Ark. 335
KDNT — Denton, Tex. 649
KDON — Santa Cruz, Calif. 360
KDRO — Sedalia, Mo. 508
KDRS — Paragould, Ark. 339
KDSH — Boise, Idaho 405
KDSJ — Deadwood, S. D. 631
KDSX — Denison, Tex. 649
KDTH — Dubuque, Iowa 435
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KDYL — Salt Lake City, Utah 671
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KEAR — San Mateo, Calif. 359
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KENM — Portales, N. M. 526
KENO — Las Vegas, Nev. 516
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KERG — Eugene, Ore. 592
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KERO — Bakersfield, Calif. 341
KEVA — Shamrock, Tex. 664
KEVT — Kerrville, Tex. 656
KEX — Portland, Ore. 595
KEXO — Grand Junction, Colo. 367
KEYD — Minneapolis, Minn. 490
KEYE — Perrytown, Tex. 662
KEYS — Corpus Christi, Tex. 646
KEYY — Pocatello, Idaho 407
KFAB — Omaha, Neb. 514
KFAC — Los Angeles, Calif. 349
KFAL — Fulton, Mo. 502
KFAM — St. Cloud, Minn. 493
KFAR — Fairbanks, Alaska 705
KFBB — Great Falls, Mont. 510
KFBC — Cheyenne, Wyo. 703
KFBI — Wichita, Kans. 443
KFBK — Sacramento, Calif. 354
KFCF — Festus, Mo. 502
KFDA — Amarillo, Tex. 642
KFDM — Beaumont, Tex. 643
KFDR — Grand Coulee, Wash. 683
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KFGR — Forest Grove, Ore. 593
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KFH — Wichita, Kans. 443
KFI — Los Angeles, Calif. 349
KFIR — North Bend, Ore. 594
KFIZ — Fond du Lac, Wis. 696
KFJB — Marshalltown, Iowa 436
KFJI — Klamath Falls, Ore. 593
KFJZ — Fort Worth, Tex. 650
KFKA — Greeley, Colo. 367
KFLD — Floydada, Tex. 650
KFLW — Klamath Falls, Ore. 593
KFMB — San Diego, Calif. 355
KFMJ — Tulsa, Okla. 589
KFMO — Flat River, Mo. 502
KFNF — Shenandoah, Iowa 437
KFOR — Lincoln, Neb. 513
KFOX — Long Beach, Calif. 347
KFPW — Fort Smith, Ark. 335
KFQD — Anchorage, Alaska 705
KFRB — Fairbanks, Alaska 705
KFRC — San Francisco, Calif. 356
KFRD — Rosenberg, Tex. 662
KFRE — Fresno, Calif. 344
KFRM — Kansas City, Mo. 503
KFRO — Longview, Tex. 657
KFRU — Columbia, Mo. 502
KFSA — Fort Smith, Ark. 336
KFSB — Joplin, Mo. 502
KFSD — San Diego, Calif. 355
KFTM — Fort Morgan, Colo. 367
KFTV — Paris, Tex. 661
KFUN — Las Vegas, N. M. 525
KFVD — Los Angeles, Calif. 349
KFVS — Cape Girardeau, Mo. 501
KFWB — Hollywood, Calif. 347
KFXD — Nampa, Idaho 407
KFXJ — Grand Junction, Colo. 367
KFXM — San Bernadino, Calif. 354
KFYN — Bonham, Tex. 644
KFYO — Lubbock, Tex. 657
KFYR — Bismarck, N. D. 569
KGA — Spokane, Wash. 687
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KGBC — Galveston, Tex. 651
KGBS — Harlingen, Tex. 653
KGBX — Springfield, Mo. 508

KGCU — Mandan, N. D. 570
KGCX — Sidney, Mont. 512
KGDE — Fergus Falls, Minn. 489
KGDM — Stockton, Calif. 361
KGEK — Sterling Colo. 369
KGEM — Boise, Idaho 405
KGER — Long Beach, Calif. 349
KGEZ — Kalispell, Mont. 511
KGFF — Shawnee, Okla. 589
KGFJ — Hollywood, Calif. 347
KGFL — Roswell, N. M. 526
KGFW — Kearney, Neb. 513
KGFX — Pierre, S. D. 631
KGGF — Coffeyville, Kans. 439
KGGM — Albuquerque, N. M. 524
KGHF — Pueblo, Colo. 369
KGHI — Little Rock, Ark. 337
KGHL — Billings, Mont. 509
KGIB — Bremerton, Wash. 683
KGIL — San Fernando, Calif. 356
KGIW — Alamosa, Colo. 364
KGKB — Tyler, Tex. 666
KGKL — San Angelo, Tex. 662
KGLC — Miami, Okla. 587
KGLN — Glenwood Springs, Colo. 357
KGLO — Mason City, Iowa 436
KGLU — Safford, Ariz. 333
KGMB — Honolulu, Hawaii 707
KGNB — New Braunfels, Tex. 659
KGNC — Amarillo, Tex. 642
KGNO — Dodge City, Kans. 439
KGO — San Francisco, Calif. 356
KGON — Oregon City, Ore. 594
KGOS — Torrington, Wyo. 704
KGPH — Flagstaff, Ariz. 330
KGRH — Fayetteville, Ark. 335
KGRI — Henderson, Tex. 654
KGST — Fresno, Calif. 344
KGU — Honolulu, Hawaii 707
KGVL — Greenville, Tex. 653
KGVO — Missoula, Mont. 512
KGW — Portland, Ore. 597
KGWA — Enid, Okla. 586
KGY — Olympia, Wash. 684
KGYN — Guymon, Okla. 586
KGYW — Vallejo, Calif. 363
KHAS — Hastings, Neb. 513
KHBC — Hilo, Hawaii 706
KHBG — Okmulgee, Okla. 588
KHBR — Hillsboro, Tex. 654
KHIT — Lampasas, Tex. 657
KHJ — Los Angeles, Calif. 349
KHMO — Hannibal, Mo. 502
KHON — Honolulu, Hawaii 707
KHOZ — Harrison, Ark. 336
KHQ — Spokane, Wash. 687
KHSL — Chico, Calif. 342
KHUB — Watsonville, Calif. 363
KHUM — Eureka, Calif. 343
KHUZ — Borger, Tex. 644
KIBE — Palo Alto, Calif. 352
KIBH — Seward, Alaska 706
KIBL — Beeville, Tex. 644
KICA — Clovis, N. M. 525
KICD — Spencer, Iowa 437
KICK — Springfield, Mo. 508
KICO — Calexico, Calif. 342
KID — Idaho Falls, Idaho 406
KIDO — Boise, Idaho 406
KIEM — Eureka, Calif. 343
KIEV — Glendale, Calif. 344
KIFI — Idaho Falls, Idaho 406
KIFN — Phoenix, Ariz. 332
KIFW — Sitka, Alaska 706
KIHN — Hugo, Okla. 586
KIHO — Sioux Falls, S. D. 632
KIHR — Hood River, Ore. 593
KIJV — Huron, S. D. 631
KIKI — Honolulu, Hawaii 707
KILA — Hilo, Hawaii 706
KILO — Grand Forks, N. D. 569
KIMA — Yakima, Wash. 689
KIMO — Independence, Mo. 502
KIMP — Mount Pleasant, Tex. 659
KIND — Independence, Kans. 440
KINE — Kingsville, Tex. 656
KING — Seattle, Wash. 685
KINY — Juneau, Alaska 705
KIOA — Des Moines, Iowa 434
KIOX — Bay City, Tex. 643
KIPA — Hilo, Hawaii 706
KIRO — Seattle, Wash. 686
KIRX — Kirksville, Mo. 504
KISD — Sioux Falls, S. D. 632
KIST — Santa Barbara, Calif. 360
KIT — Yakima, Wash. 689
KITE — San Antonio, Tex. 663
KITO — San Bernardino, Calif. 354
KIUL — Garden City, Kans. 439
KIUN — Pecos, Tex. 661
KIUP — Durango, Colo. 366
KIVY — Crockett, Tex. 647
KIWW — San Antonio, Tex. 663
KIXL — Dallas, Tex. 648
KIYI — Shelby, Mont. 512
KJAM — Vernal, Utah 671
KJAN — Atlantic, Iowa 432
KJAY — Topeka, Kans. 442
KJBC — Midland, Tex. 658
KJBS — San Francisco, Calif. 356
KJCK — Junction City, Kans. 440
KJEF — Jennings, La. 451
KJFJ — Webster City, Iowa 438
KJR — Seattle, Wash. 686
KJSK — Columbus, Neb. 513
KKIN — Visalia, Calif. 363
KLAC — Hollywood, Calif. 347
KLAS — Las Vegas, Nev. 516
KLBM — La Grande, Ore. 593
KLCB — Libby, Mont. 511
KLCN — Blytheville, Ark. 334
KLEE — Houston, Tex. 654
KLER — Rochester, Minn. 491
KLFY — Lafayette, La. 452
KLIC — Monroe, La. 452
KLIF — Dallas, Tex. 648
KLIX — Twin Falls, Idaho 408
KLIZ — Brainerd, Minn. 488
KLKC — Parsons, Kans. 441
KLMO — Longmont, Colo. 368
KLMR — Lamar, Colo. 368
KLMS — Lincoln, Neb. 514
KLMX — Clayton, N. M. 525
KLO — Ogden, Utah 668
KLOK — San Jose, Calif. 359
KLOU — Lake Charles, La. 452
KLPM — Minot, N. D. 571
KLPR — Oklahoma City, Okla. 587
KLRA — Little Rock, Ark. 337
KLTI — Longview, Tex. 657
KLTF — Little Falls, Minn. 489
KLUF — Galveston, Tex. 651
KLVC — Leadville, Colo. 368
KLVL — Pasadena, Tex. 661
KLVT — Leveland, Tex. 657
KLWN — Lawrence, Kans. 440

KLWT — Lebanon, Mo. 504
KLX — Oakland, Calif. 351
KLYN — Amarillo, Tex. 642
KLZ — Denver, Colo. 365
KMA — Shenandoah, Iowa 437
KMAC — San Antonio, Tex. 663
KMAE — McKinney, Tex. 658
KMAN — Manhattan, Kans. 441
KMBC — Kansas City, Mo. 503
KMEL — Junction, Tex. 656
KMBY — Monterey, Calif. 351
KMCM — McMinnville, Ore. 594
KMCO — Conroe, Tex. 646
KMED — Medford, Ore. 594
KMHL — Marshall, Minn. 490
KMHT — Marshall, Tex. 658
KMJ — Fresno, Calif. 344
KMLB — Monroe, La. 452
KMMJ — Grand Island, Neb. 513
KMMO — Marshall, Mo. 504
KMO — Tacoma, Wash. 688
KMOD — Modesto, Calif. 350
KMON — Great Falls, Mont. 510
KMOR — Oroville, Calif. 352
KMOX — St. Louis, Mo. 507
KMPC — Los Angeles, Calif. 350
KMUR — Murray, Utah 668
KMUS — Muskogee, Okla. 587
KMVI — Wailuku-Maui, Hawaii 709
KMYC — Marysville, Calif. 350
KMYR — Denver, Colo. 365
KNAF — Fredericksburg, Tex. 651
KNAK — Salt Lake City, Utah 671
KNAL — Victoria, Tex. 666
KNBC — San Francisco, Calif. 356
KNBY — Newport, Ark. 339
KNCM — Moberly, Mo. 505
KNEA — Jonesboro, Ark. 337
KNEB — Scottsbluff, Neb. 515
KNED — McAlester, Okla. 587
KNEL — Brady, Tex. 645
KNEM — Nevada, Mo. 505
KNET — Palestine, Tex. 661
KNEU — Provo, Utah 669
KNEW — Spokane, Wash. 687
KNEX — McPherson, Kans. 441
KNGS — Hanford, Calif. 344
KNOE — Monroe, La. 453
KNOG — Nogales, Ariz. 330
KNOR — Norman, Okla. 587
KNOW — Austin, Tex. 642
KNOX — Grand Forks, N. D. 570
KNPT — Newport, Ore. 594
KNUJ — New Ulum, Minn. 491
KNUZ — Houston, Tex. 654
KNX — Los Angeles, Calif. 350
KOA — Denver, Colo. 365
KOAL — Price, Utah 669
KOAM — Pittsburg, Kans. 441
KOAT — Albuquerque, N. M. 524
KOB — Albuqueque, N. M. 524
KOBE — Las Cruces, N. M. 525
KOBK — Owatonna, Minn. 491
KOCA — Kilgore, Tex. 656
KOCO — Salem, Ore. 598
KOCS — Ontario, Calif. 352
KOCY — Oklahoma City, Okla. 588
KODI — Cody, Wyo. 703
KODL — The Dallas, Ore. 592
KODY — North Platte, Neb. 514
KOEL — Olewein, Iowa 436
KOFO — Ottawa, Kans. 441
KOGT — Orange, Tex. 661
KOH — Reno, Nev. 516
KOIL — Omaha, Neb. 515
KOIN — Portland, Ore. 595
KOJM — Havre, Mont. 511
KOKX — Keokuk, Iowa 435
KOL — Seattle, Wash. 686
KOLE — Port Arthur, Tex. 662
KOLJ — Quanah, Tex. 662
KOLN — Lincoln, Neb. 514
KOLO — Reno, Nev. 517
KOLS — Pryor, Okla. 589
KOLT — Scottsbluff, Neb. 515
KOMA — Oklahoma City, Okla. 588
KOME — Tulsa, Okla. 589
KOMO — Seattle, Wash. 686
KOMW — Omak, Wash. 684
KONO — San Antonio, Tex. 663
KONP — Port Angeles, Wash. 685
KOOK — Billings, Mont. 509
KOOL — Phoenix, Ariz. 330
KOOS — Coos Bay, Ore. 591
KOPO — Tucson, Ariz. 333
KOPP — Ogden, Utah 669
KOPR — Butte, Mont. 510
KORA — Bryan, Tex. 645
KORC — Mineral Wells, Tex. 659
KORE — Eugene, Ore. 592
KORK — Las Vegas, Nev. 516
KORN — Mitchell, S. D. 631
KOSA — Odessa, Tex. 660
KOSE — Osceola, Ark. 339
KOSF — Nacogdoches, Tex. 659
KOSY — Texarkana, Ark. 340
KOTA — Rapid City, S. D. 631
KOTN — Pine Bluff, Ark. 339
KOVC — Valley City, N. D. 571
KOVE — Lander, Wyo. 703
KOVO — Provo, Utah 669
KOWB — Laramie, Wyo. 704
KOWH — Omaha, Neb. 515
KOWL — Santa Monica, Calif. 361
KOY — Phoenix, Ariz. 332
KPAC — Port Arthur, Tex. 662
KPAM — Portland, Ore. 595
KPAN — Hereford, Tex. 654
KPAS — Banning, Calif. 342
KPAT — Pampa, Tex. 661
KPBM — Carlsbad, N. M. 525
KPBX — Beaumont, Tex. 644
KPDN — Pampa, Tex. 661
KPDQ — Portland, Ore. 597
KPET — Lamesa, Tex. 656
KPHO — Phoenix, Ariz. 332
KPKW — Pasco, Wash. 685
KPLC — Lake Charles, La. 452
KPLT — Paris, Tex. 661
KPMC — Bakersfield, Calif. 341
KPMO — Pomona, Calif. 353
KPOA — Honolulu, Hawaii 707
KPOC — Pocahontas, Ark. 339
KPOJ — Portland, Ore. 597
KPOW — Powell, Wyo. 704
KPQ — Wenatchee, Wash. 689
KPRC — Houston, Tex. 655
KPRK — Livingston, Mont. 511
KPRL — Paso Robles, Calif. 353
KPRO — Riverside, Calif. 353
KPRS — Olathe, Kans. 441
KPST — Preston, Idaho 407
KPUG — Bellingham, Wash. 682
KPUY — Puyallup, Wash. 685
KQV — Pittsburgh, Pa. 615
KRAI — Craig, Colo. 365

KRAL — Rawlins, Wyo. 704
KRAM — Las Vegas, Nev. 516
KRBA — Lufkin, Tex. 658
KRBC — Abilene, Tex. 641
KRCO — Prineville, Ore. 597
KRCT — Baytown, Tex. 643
KRDO — Colorado Springs, Colo. 364
KRDU — Dinuba, Calif. 343
KRE — Berkeley, Calif. 342
KREI — Farmington, Mo. 502
KREL — Baytown, Tex. 643
KREM — Spokane, Wash. 687
KREO — Indio, Calif. 347
KRES — St. Joseph, Mo. 505
KREW — Sunnyside, Wash. 687
KRGV — Weslaco, Tex. 667
KRHD — Duncan, Okla. 585
KRIB — Mason City, Iowa 436
KRIC — Beaumont, Tex. 644
KRIG — Odessa, Tex. 660
KRIO — McAllen, Tex. 658
KRIS — Corpus Christi, Tex. 647
KRIZ — Phoenix, Ariz. 332
KRJF — Miles City, Mont. 511
KRKD — Los Angeles, Calif. 350
KRKL — Kirkland, Wash. 684
KRKO — Everett, Wash. 683
KRLC — Lewiston, Idaho 406
KRLD — Dallas, Tex. 648
KRLN — Canon City, Colo. 364
KRLW — Walnut Ridge, Ark. 340
KRMD — Shreveport, La. 456
KRMG — Tulsa, Okla. 590
KRMO — Monett, Mo. 505
KRNO — San Bernardino, Calif. 355
KRNR — Roseburg, Ore. 597
KRNT — Des Moines, Iowa 434
KROC — Rochester, Minn. 493
KROD — El Paso, Tex. 650
KROF — Abbeville, La. 450
KROG — Sonora, Calif. 361
KROP — Brawley, Calif. 342
KROS — Clinton, Iowa 433
KROW — Oakland, Calif. 351
KROX — Crookston, Minn. 488
KROY — Sacramento, Calif. 354
KRPL — Moscow, Idaho 407
KRRV — Sherman Dennison, Tex. 664
KRSC — Seattle, Wash. 686
KRSN — Los Alamos, N. M. 526
KRTN — Raton, N. M. 526
KRUL — Corvallis, Ore. 592
KRUN — Ballinger, Tex. 643
KRUS — Ruston, La. 455
KRUX — Phoenix, Ariz. 332
KRVN — Lexington, Neb. 513
KRXK — Rexburg, Idaho 407
KRXL — Roseburg, Ore. 598
KSAL — Salina, Kans. 442
KSAM — Huntsville, Tex. 656
KSAN — San Francisco, Calif. 356
KSBW — Salinas, Calif. 354
KSCB — Liberal, Kans. 441
KSCJ — Sioux City, Iowa 437
KSCO — Santa Cruz, Calif. 361
KSD — St. Louis, Mo. 507
KSDN — Aberdeen, S. D. 630
KSDO — San Diego, Calif. 355
KSEI — Pocatello, Idaho 407
KSEK — Pittsburg, Kans. 442
KSEL — Lubbock, Tex. 657
KSEM — Moses Lake, Wash. 684
KSEO — Durant, Okla. 586
KSET — El Paso, Tex. 650
KSEY — Seymour, Tex. 664
KSFA — Nacogdoches, Tex. 659
KSFO — San Francisco, Calif. 359
KSGM — Ste. Genevieve, Mo. 508
KSIB — Creston, Iowa 433
KSIG — Crowley, La. 451
KSIJ — Gladewater, Tex. 653
KSIL — Silver City, N. M. 526
KSIM — Sikeston, Mo. 508
KSIW — Woodward, Okla. 590
KSIX — Corpus Christi, Tex. 647
KSJB — Jamestown, N. D. 570
KSJO — San Jose, Calif. 359
KSJV — Sanger, Calif. 357
KSKY — Dallas, Tex. 648
KSL — Salt Lake City, Utah 671
KSLM — Salem, Ore. 598
KSLO — Opelousas, La. 455
KSMA — Santa Maria, Calif. 361
KSMN — Mason City, Iowa 436
KSNY — Snyder, Tex. 665
KSO — Des Moines, Iowa 434
KSOK — Arkansas City, Kans. 438
KSON — San Diego, Calif. 355
KSOO — Sioux Falls, S. D. 632
KSOX — Harlingen, Tex. 654
KSPA — Santa Paula, Calif. 361
KSPI — Stillwater, Okla. 589
KSPO — Spokane, Wash. 687
KSPR — Caspar, Wyo. 703
KSPT — Sandpoint, Idaho 408
KSRO — Santa Rosa, Calif. 361
KSRV — Ontario, Ore. 594
KSST — Sulphur Springs, Tex. 665
KSTA — Coleman, Tex. 646
KSTB — Breckenridge, Tex. 645
KSTL — St. Louis, Mo. 507
KSTN — Stockton, Calif. 361
KSTP — St. Paul-Minneapolis, Minn. 493
KSTR — Trinidad, Colo. 369
KSTT — Davenport, Iowa 433
KSTV — Stephenville, Tex. 665
KSUB — Cedar City, Utah 668
KSUE — Susanville, Calif. 362
KSUM — Fairmont, Minn. 489
KSUN — Bisbee, Ariz. 329
KSVC — Richfield, Utah 669
KSVP — Artesia, N. M. 524
KSWA — Graham, Tex. 653
KSWB — Yuma, Ariz. 333
KSWI — Council Bluffs, Iowa 433
KSWM — Joplin, Mo. 503
KSWO — Lawton, Okla. 586
KSWS — Roswell, N. M. 526
KSYC — Yreka, Calif. 363
KSYL — Alexandria, La. 450
KTAE — Taylor, Tex. 665
KTAN — Sherman, Tex. 664
KTAR — Phoenix, Ariz. 332
KTAT — Frederick, Okla. 586
KTBB — Tyler, Tex. 665
KTEC — Austin, Tex. 642
KTBI — Tacoma, Wash. 688
KTBS — Shreveport, La. 456
KTEL — Walla Walla, Wash. 688
KTEM — Temple, Texas 665
KTER — Terrell, Tex. 665
KTFI — Twin Falls, Idaho 408
KTFS — Texarkana, Tex. 666
KTFY — Brownfield, Tex. 645
KTHS — Hot Springs, Ark. 336
KTHT — Houston, Tex. 655

KTIL — Tillamook, Ore. 598
KTIM — San Rafael, Calif. 360
KTIP — Porterville, Calif. 353
KTJS — Hobart, Okla. 586
KTKN — Ketchikan, Alaska 706
KTKR — Taft, Calif. 362
KTKT — Tucson, Ariz. 333
KTLN — Denver, Colo. 365
KTLW — Texas City, Tex. 665
KTMC — McAlester, Okla. 587
KTMS — Santa Barbara, Calif. 360
KTNM — Tuchumcari, N. M. 527
KTOE — Mankato, Minn. 489
KTOH — Lihue-Kauai, Hawaii 707
KTOK — Oklahoma City, Okla 588
KTOP — Topeka, Kans. 442
KTOW — Oklahoma City, Okla. 588
KTRB — Modesto, Calif. 351
KTRC — Santa Fe, N. M. 526
KTRE — Lufkin, Tex. 658
KTRF — Thief River Falls, Minn. 495
KTRH — Houston, Tex. 655
KTRI — Sioux City, Iowa 437
KTRM — Beaumont, Tex. 644
KTRN — Wichita Falls, Tex. 668
KTRY — Bastrop, La. 450
KTSA — San Antonio, Tex. 664
KTSM — El Paso, Tex. 650
KTSW — Emporia, Kans. 439
KTTR — Rolla, Mo. 505
KTTS — Springfield, Mo. 508
KTUC — Tucson, Ariz. 333
KTUL — Tulsa, Okla. 590
KTUR — Turlock, Calif. 362
KTW — Seattle, Wash. 686
KTXC — Big Spring, Tex. 644
KTXJ — Jasper, Tex. 656
KTXL — San Angelo, Tex. 663
KTXN — Austin, Tex. 643
KTYL — Mesa, Ariz. 330
KUBA — Yuba City, Calif. 364
KUBC — Montrose, Colo. 368
KUGN — Eugene, Ore. 592
KUIN — Grants Pass, Ore. 593
KUJ — Walla Walla, Wash. 688
KUKI — Ukiah, Calif. 362
KULA — Honolulu, Hawaii 707
KULE — Ephrata, Wash. 683
KULP — El Campo, Tex. 649
KUNO — Corpus Christi, Tex. 647
KUOA — Siloam Springs, Ark. 340
KURV — Edinburg, Tex. 649
KUTA — Salt Lake City, Utah 671
KVAL — Brownsville, Tex. 645
KVAN — Vancouver, Wash. 688
KVAS — Astoria, Ore. 591
KVBC — Farmington, N. M. 525
KVCV — Redding, Calif. 353
KVEC — San Luis Obispo, Calif. 359
KVEN — Ventura, Calif. 363
KVER — Albuquerque, N. M. 524
KVET — Austin, Tex. 643
KVFD — Ft. Dodge, Iowa 435
KVGB — Great Bend, Kans 440
KVI — Seattle, Wash. 686
KVIC — Victoria, Tex. 667
KVIM — New Iberia, La. 453
KVKM — Monahans, Tex. 659
KVLC — Little Rock, Ark. 337
KVLF — Alpine, Tex. 641
KVLH — Pauls Valley, Okla. 589
KVMA — Magnolia, Ark. 339
KVMC — Colorado City, Tex. 646
KVMV — Twin Falls, Idaho 408
KVNI — Coeur D'Alene, Idaho 406
KVNU — Logan, Utah 668
KVOA — Tucson, Ariz. 333
KVOB — Alexandria, La. 450
KVOC — Casper, Wyo. 703
KVOD — Denver, Colo. 365
KVOE — Santa Ana, Calif. 360
KVOG — Ogden, Utah 669
KVOL — Lafayette, La. 452
KVON — Napa, Calif. 351
KVOO — Tulsa, Okla. 590
KVOP — Plainview, Tex. 662
KVOR — Colorado Springs, Colo. 364
KVOS — Bellingham, Wash. 682
KVOU — Uvalde, Tex. 666
KVOW — Littlefield, Tex. 657
KVOX — Moorhead, Minn. 491
KVRC — Arkadelphia, Ark. 334
KVRH — Salida, Colo. 368
KVRS — Rock Springs, Wyo. 704
KVSF — Santa Fe, N. M. 526
KVSM — San Mateo, Calif. 360
KVSO — Ardmore, Okla. 585
KVVC — Ventura, Calif. 363
KVWC — Vernon, Tex. 666
KWAD — Wadena, Minn. 495
KWAK — Stuttgart, Ark. 340
KWAL — Wallace, Idaho 408
KWAT — Watertown, S. D. 632
KWBB — Wichita, Kans. 443
KWBC — Fort Worth, Tex. 651
KWBE — Beatrice, Neb. 512
KWBG — Boone, Iowa 432
KWBM — Williston, N. D. 572
KWBR — Oakland, Calif. 351
KWBU — Corpus Christi, Tex. 647
KWBW — Hutchinson, Kans. 440
KWCB — Searcy, Ark. 340
KWCJ — Natchitoches, La. 453
KWCO — Chickasha, Okla. 585
KWCR — Cedar Rapids, Iowa 432
KWDM — Des Moines, Iowa 434
KWED — Sequin, Tex. 664
KWEI — Weiser, Idaho 409
KWEM — West Memphis, Ark. 340
KWEW — Hobbs, N. M. 525
KWFC — Hot Springs, Ark. 336
KWFT — Wichita Falls, Tex. 668
KWG — Stockton, Calif. 362
KWGB — Goodland, Kans. 439
KWHI — Brenham, Tex. 645
KWHK — Hutchinson, Kans. 440
KWHN — Ft. Smith, Ark. 336
KWHW — Altus, Okla. 585
KWIE — Kennewick, Wash. 684
KWIK — Pocatello, Idaho 407
KWIL — Albany, Ore. 591
KWIN — Ashland, Ore. 591
KWJB — Globe, Ariz. 330
KWJJ — Portland, Ore. 597
KWKC — Abilene, Tex. 641
KWK — St. Louis, Mo. 507
KWKH — Shreveport, La. 456
KWKW — Pasadena, Calif. 352
KWLK — Longview, Wash. 684
KWLM — Willmar, Minn. 495
KWNO — Winona, Minn. 495
KWNW — Wenatchee, Wash. 689
KWOA — Worthington, Minn. 495
KWOC — Poplar Bluff, Mo. 505
KWOE — Clinton, Okla. 585
KWON — Bartlesville, Okla. 585

KWOR — Worland, Wyo. 704
KWOS — Jefferson City, Mo. 502
KWPC — Muscatine, Iowa 436
KWPM — West Plains, Mo. 509
KWRC — Pendleton, Ore. 594
KWRE — Warrenton, Mo. 509
KWRL — Riverton, Wyo. 704
KWRN — Reno, Nev. 517
KWRO — Coquille, Ore. 592
KWSD — Mt. Shasta, Calif. 351
KWSH — Wewaka, Okla. 590
KWSL — Lake Charles, La. 452
KWSO — Wasco, Calif. 363
KWTC — Barstow, Calif. 342
KWTO — Springfield, Mo. 509
KWTX — Waco, Tex. 667
KWWL — Waterloo, Iowa 438
KWYO — Sheridan, Wyo. 704
KXA — Seattle, Wash. 687
KXAR — Hope, Ark. 336
KXEL — Waterloo, Iowa 438
KXEO — Mexico, Mo. 504
KXGI — Ft. Madison, Iowa 435
KXGN — Glendive, Mont. 510
KXIC — Iowa City, Iowa 435
KXIT — Dalhart, Tex. 647
KXJK — Forrest City, Ark. 335
KXL — Portland, Ore. 597
KXLA — Pasadena, Calif. 352
KXLE — Ellensburg, Wash. 683
KXLF — Butte, Mont. 510
KXLJ — Helena, Mont. 511
KXLK — Great Falls, Mont. 511
KXLL — Missoula, Mont. 512
KXLO — Lewiston, Mont. 511
KXLQ — Bozeman, Mont. 510
KXLR — Little Rock, Ark. 337
KXLW — St. Louis, Mo. 507
KXLY — Spokane, Wash. 687
KXO — El Centro, Calif. 343
KXOA — Sacramento, Calif. 354
KXOB — Stockton, Calif. 362
KXOC — Chico, Calif. 342
KXOK — St. Louis, Mo. 507
KXOL — Fort Worth, Tex. 651
KXOX — Sweetwater, Tex. 665
KXRA — Alexander, Minn. 487
KXRJ — Russellville, Ark. 340
KXRN — Renton, Wash. 685
KXRO — Aberdeen, Wash. 682
KXRX — San Jose, Calif. 359
KXXX — Colby, Kans. 439
KXYZ — Houston, Tex. 655
KYA — San Francisco, Calif. 357
KYAK — Yakima, Wash. 689
KYCA — Prescott, Ariz. 332
KYJC — Medford, Ore. 594
KYMA — Yuma, Ariz. 334
KYNO — Fresno, Calif. 344
KYOR — Blythe, Calif. 342
KYOS — Merced, Calif. 350
KYOU — Greeley, Colo. 367
KYSM — Mankato, Minn. 489
KYUM — Yuma, Ariz. 334
KYW — Philadelphia, Pa. 609
WAAA — Winston-Salem, N. C. 568
WAAB — Worcester, Mass. 473
WAAF — Chicago, Ill. 410
WAAT — Newark, N. J. 520
WABA — Aquadilla, P. R. 709
WABB — Mobile, Ala. 326
WABG — Greenwood, Miss. 497
WABI — Bangor, Me. 453
WABJ — Adrian, Mich. 475
WABM — Houlton, Me. 457
WABY — Albany, N. Y. 527
WABZ — Albemarle, N. C. 555
WACA — Camden, S. C. 625
WACB — Kittanning, Pa. 606
WACE — Chicopee-Springfield, Mass. 468
WACL — Waycross, Ga. 405
WACO — Waco, Tex. 667
WACR — Columbus, Miss. 496
WADC — Akron, O. 572
WADE — Wadesboro, N. C. 567
WAEB — Allentown, Pa. 598
WAEL — Mayaguez, P. R. 709
WAFB — Baton Rouge, La. 450
WAGA — Atlanta, Ga. 393
WAGC — Chattanooga, Tenn. 633
WAGE — Syracuse, N. Y. 552
WAGF — Dothan, Ala. 324
WAGM — Presque Isle, Me. 459
WAIM — Anderson, S. C. 624
WAIN — Columbia, Ky. 444
WAIR — Winston-Salem, N. C. 568
WAIT — Chicago, Ill. 411
WAJR — Morgantown, W. Va. 693
WAKE — Greenville, S. C. 627
WAKN — Aiken, S. C. 624
WAKR — Akron, O. 572
WAKU — Latrobe, Pa. 607
WALA — Mobile, Ala. 327
WALB — Albany, Ga. 391
WALD — Walterboro, S. C. 630
WALE — Fall River, Mass. 468
WALK — Patchogue, N. Y. 549
WALL — Middletown, N. Y. 537
WALT — Tampa, Fla. 390
WAML — Laurel, Miss. 499
WAMS — Wilmington, Del. 376
WAND — Canton, O. 574
WANE — Ft. Wayne, Ind. 426
WANN — Annapolis, Md. 459
WANS — Anderson, S. C. 624
WANT — Richmond, Va. 678
WAOV — Vincennes, Ind. 431
WAPA — San Juan, P. R. 710
WAPF — McComb, Miss. 499
WAPI — Birmingham, Ala. 322
WAPO — Chattanooga, Tenn. 633
WAPX — Montgomery, Ala. 327
WARA — Attleboro, Mass. 465
WARC — Rochester, N. Y. 551
WARD — Johnstown, Pa. 606
WARE — Ware, Mass. 473
WARK — Hagerstown, Md. 464
WARL — Arlington, Va. 673
WARM — Scranton, Pa. 617
WASK — Lafayette, Ind. 428
WASA — Havre De Grace, Md. 464
WASL — Annapolis, Md. 459
WATA — Boone, N. C. 556
WATC — Gaylord, Mich. 481
WATG — Ashland, O. 573
WATH — Athens, O. 573
WATK — Antigo, Wis. 695
WATL — Atlanta, Ga. 393
WATM — Atmore, Ala. 321
WATN — Watertown, N. Y. 553
WATO — Oak Ridge, Tenn. 640
WATR — Waterbury, Conn. 375
WATS — Sayre, Pa. 617
WATT — Cadillac, Mich. 478
WATW — Ashland, Wis. 695
WATZ — Alpena, Mich. 475

WAUD — Auburn, Ala. 322
WAUG — Augusta, Ga. 395
WAUX — Waukesha, Wis. 702
WAVA — Ava, Ill. 409
WAVE — Louisville, Ky. 446
WAVL — Apollo, Pa. 600
WAVU — Albertville, Ala. 321
WAVZ — New Haven, Conn. 373
WAYB — Waynesboro, Va. 681
WAYN — Rockingham, N. C. 565
WAYS — Charlotte, N. C. 556
WAYX — Waycross, Ga. 405
WAZF — Yazoo City, Miss. 501
WAZL — Hazleton, Pa. 605
WBAC — Cleveland, Tenn. 634
WBAL — Baltimore, Md. 461
WBAP — Fort Worth, Tex. 651
WBAT — Marion, Ind. 429
WBAX — Wilkes-Barre, Pa. 619
WBAY — Green Bay, Wis. 696
WBBB — Burlington, N. C. 556
WBBC — Flint, Mich. 480
WBBM — Chicago, Ill. 411
WBBO — Forest City, N. C. 559
WBBQ — Augusta, Ga. 395
WBBW — Youngstown, O. 584
WBBZ — Ponca City, Okla. 589
WBCK — Battle Creek, Mich. 476
WBCM — Bay City, Mich. 476
WBCO — Bessemer-Birmingham, Ala. 322
WBCU — Union, S. C. 630
WBEC — Pittsfield, Mass. 471
WBEJ — Elizabethton, Tenn. 634
WBEL — Beloit, Wis. 695
WBEN — Buffalo, N. Y. 529
WBET — Brockton, Mass. 468
WBEV — Beaver Dam, Wis. 695
WBEX — Chillicothe, O. 574
WBGE — Atlanta, Ga. 393
WBGR — Jessup, Ga. 400
WBHB — Fitzgerald, Ga. 399
WBHF — Cartersville, Ga. 397
WBHP — Huntsville, Ala. 326
WBIG — Greensboro, N. C. 560
WBIP — Booneville, Miss. 496
WBIR — Knoxville, Tenn. 636
WBIS — Bristol, Conn. 371
WBIW — Bedford, Ind. 424
WBIZ — Eau Claire, Wis. 695
WBKV — West Bend, Wis. 703
WBLJ — Dalton, Ga. 399
WBLK — Clarksburg, W. Va. 691
WBLT — Bedford, Va. 673
WBMD — Baltimore, Md. 461
WBML — Macon, Ga. 401
WBNL — Boonville, Ind. 425
WBNS — Columbus, O. 577
WBNX — New York, N. Y. 537
WBNY — Buffalo, N. Y. 529
WBOB — Galax, Va. 675
WBOC — Salisbury, Md. 465
WBOK — New Orleans, La. 454
WBOW — Terre Haute, Ind. 430
WBPZ — Lock Haven, Pa. 608
WBRC — Birmingham, Ala. 322
WBRD — Ft. Lauderdale, Fla. 380
WBRE — Wilkes-Barre, Pa. 619
WBRK — Pittsfield, Mass. 472
WBRM — Marion, N. C. 563
WBRW — Welch, W. Va. 694
WBRY — Waterbury, Conn. 375
WBSC — Bennettsville, S. C. 625
WBSM — New Bedford, Mass. 471
WBSR — Pensacola, Fla. 388
WBT — Charlotte, N. C. 556
WBTA — Batavia, N. Y. 528
WBTH — Williamson, W. Va. 694
WBTM — Danville, Va. 675
WBUD — Trenton, N. J. 522
WBUD — Morrisville, Pa. 609
WBUT — Butler, Pa. 601
WBUX — Doylestown, Pa. 602
WBUY — Lexington, N. C. 562
WBVP — Beaver Falls, Pa. 600
WBYS — Canton, Ill. 410
WBZ-WBZA — Boston-Springfield, Mass. 465
WBZA-WBZ — Springfield-Boston, Mass. 472
WCAE — Pittsburgh, Pa. 615
WCAM — Camden, N. J. 520
WCAO — Baltimore, Md. 461
WCAP — Lowell, Mass. 471
WCAR — Pontiac, Mich. 485
WCAU — Philadelphia, Pa. 611
WCAV — Norfolk, Va. 677
WCAW — Charleston, W. Va. 690
WCAX — Burlington, Vt. 672
WCAZ — Carthage, Ill. 410
WCBA — Corning, N. Y. 531
WCBC — Anderson, Ind. 424
WCBD — Chicago, Ill. 413
WCBI — Columbus, Miss. 497
WCBM — Baltimore, Md. 461
WCBS — New York, N. Y. 537
WCBT — Roanoke Rapids, N. C. 565
WCCC — Hartford, Conn. 372
WCCO — Minneapolis, Minn. 490
WCCM — Lawrence, Mass. 470
WCCP — Savannah, Ga. 402
WCDL — Carbondale, Pa. 601
WCDT — Winchester, Tenn. 641
WCEC — Rocky Mount, N. C. 565
WCED — Dubois, Pa. 602
WCEM — Cambridge, Md. 463
WCEN — Mt. Pleasant, Mich. 484
WCFL — Chicago, Ill. 411
WCFV — Clifton Forge, Va. 674
WCHA — Chambersburg, Pa. 601
WCHS — Charleston, W. Va. 690
WCHV — Charlottesville, Va. 674
WCIL — Carbondale, Ill. 410
WCJU — Columbia, Miss. 496
WCKB — Dunn, N. C. 557
WCKY — Cincinnati, O. 574
WCLC — Flint, Mich. 480
WCLI — Corning, N. Y. 531
WCLD — Cleveland, Miss. 496
WCLO — Janesville, Wis. 697
WCLT — Newark, O. 581
WCMA — Corinth, Miss. 497
WCMB — Lemoyne, Pa. 607
WCMC — Wildwood, N. J. 523
WCMI — Ashland, Ky. 443
WCMN — Areoibo, P. R. 709
WCMW — Canton, O. 574
WCNB — Connersville, Ind. 425
WCNC — Elizabeth City, N. C. 558
WCNH — Quincy, Fla. 388
WCNR — Bloomsburg, Pa. 600
WCNT — Centralia, Ill. 410
WCNU — Crestview, Fla. 379
WCNX — Middletown, Conn. 373
WCOA — Pensacola, Fla. 388
WCOC — Meridian, Miss. 499
WCOG — Greensboro, N. C. 559
WCOH — Newman, Ga. 401
WCOJ — Coatesville, Pa. 602

WCOL — Columbus, O. 578
WCOM — Parkersburg, W. Va. 693
WCOP — Boston, Mass. 465
WCOR — Lebanon, Tenn. 637
WCOS — Columbia, S. C. 626
WCOU — Lewiston, Me. 457
WCOV — Montgomery, Ala. 327
WCOW — South St. Paul, Minn. 493
WCPA — Clearfield, Pa. 602
WCPM — Cumberland, Ky. 445
WCPO — Cincinnati, O. 574
WCPS — Tarboro, N. C. 566
WCRA — Effingham Ill. 416
WCRB — Waltham, Mass. 473
WCRI — Scottsboro, Ala. 328
WCRK — Morristown, Tenn. 639
WCRO — Johnstown, Pa. 606
WCRS — Greenwood, S. C. 628
WCRW — Chicago, Ill. 413
WCSC — Charleston, S. C. 625
WCSH — Portland, Me. 459
WCSI — Columbus, Ind. 425
WCSS — Amsterdam, N. Y. 528
WCTA — Andalusia, Ala. 321
WCTC — New Brunswick, N. J. 522
WCTT — Corbin, Ky. 444
WCUE — Akron, O. 573
WCUM — Cumberland, Md. 463
WCVA — Culpeper, Va. 674
WCVI — Connellsville, Pa. 602
WCVS — Springfield, Ill. 422
WCYB — Bristol, Va. 674
WDAD — Indiana, Pa. 606
WDAE — Tampa, Fla. 390
WDAF — Kansas City, Mo. 504
WDAK — Columbus, Ga. 397
WDAN — Danville, Ill. 415
WDAR — Savannah, Ga. 402
WDAS — Philadelphia, Pa. 611
WDAY — Fargo, N. D. 569
WDBC — Escanaba, Mich. 480
WDBJ — Roanoke, Va. 680
WDBL — Springfield, Tenn. 640
WDBO — Orlando, Fla. 386
WDBQ — Dubuque, Iowa 435
WDEC — Americus, Ga. 391
WDEF — Chattanooga, Tenn. 633
WDEL — Wilmington, Del. 376
WDEM — Providence, R. I. 623
WDEV — Waterbury, Vt. 673
WDGY — Minneapolis, Minn. 490
WDHL — Bradenton, Fla. 379
WDIA — Memphis, Tenn. 638
WDIG — Dothan, Ala. 324
WDKD — Kingstree, S. C. 628
WDLA — Walton, N. Y. 553
WDLB — Marshfield, Wis. 698
WDLP — Panama City, Fla. 387
WDMG — Douglas, Ga. 399
WDMJ — Marquette, Mich. 484
WDNC — Durham, N. C. 557
WDNE — Elkins, W. Va. 691
WDOD — Chattanooga, Tenn. 633
WDOK — Cleveland, O. 575
WDOR — Sturgeon Bay, Wis. 701
WDOS — Oneonta, N. Y. 547
WDOV — Dover, Del. 376
WDRC — Hartford, Conn. 372
WDSC — Dillon, S. C. 626
WDSG — Dyersburg, Tenn. 634
WDSM — Superior, Wis. 701
WDSR — Lake City, Fla. 383
WDSU — New Orleans, La. 454
WDUN — Gainesville, Ga. 400
WDUZ — Green Bay, Wis. 696
WDVA — Danville, Va. 675
WDWD — Dawson, Ga. 399
WDWS — Champaign, Ill. 410
WDXB — Chattanooga, Tenn. 634
WDXE — Lawrenceburg, Tenn. 637
WDXI — Jackson, Tenn. 635
WDYK — Cumberland, Md. 463
WDZ — Decatur, Ill. 416
WEAB — Greer, S. C. 628
WEAM — Arlington, Va. 673
WEAR — Pensacola, Fla. 388
WEAN — Providence, R. I. 623
WEAS — Atlanta-Decatur, Ga. 393
WEAT — Lake Worth, Fla. 383
WEAU — Eau Claire, Wis. 696
WEAV — Plattsburg, N. Y. 549
WEBC — Duluth, Minn. 488
WEBJ — Brewton, Ala. 323
WEBK — Tampa, Fla. 390
WEBQ — Harrisburg, Ill. 417
WEBR — Buffalo, N. Y. 529
WEDC — Chicago, Ill. 413
WEDO — McKeesport, Pa. 608
WEDR — Birmingham, Ala. 322
WEEB — Southern Pines, N. C. 566
WEED — Rocky Mount, N. C. 565
WEEI — Boston, Mass. 467
WEEK — Peoria, Ill. 420
WEEU — Reading, Pa. 616
WEGO — Concord, N. C. 557
WEIM — Fitchburg, Mass. 469
WEIR — Weirton, W. Va. 694
WEKR — Fayetteville, Tenn. 635
WEKZ — Monroe, Wis. 700
WELC — Welch, W. Va. 694
WELI — New Haven, Conn. 374
WELL — Battle Creek, Mich. 476
WELM — Elmira, N. Y. 531
WELO — Tupelo, Miss. 500
WELP — Easley, S. C. 627
WELR — Roanoke, Ala. 328
WELS — Kinston, N. C. 562
WEMP — Milwaukee, Wis. 699
WENA — Bayamon, P. R. 709
WENC — Whiteville, N. C. 567
WENE — Binghamton-Endicott, N. Y. 528
WENK — Union City, Tenn. 640
WENR — Chicago, Ill. 413
WENT — Johnstown-Gloversville, N. Y. 535
WENY — Elmira, N. Y. 533
WEOA — Evansville, Ind. 425
WEOK — Poughkeepsie, N. Y. 549
WEOL — Elyria-Lorain, O. 579
WEPM — Martinsburg, W. Va. 692
WERC — Erie, Pa. 602
WERD — Atlanta, Ga. 393
WERE — Cleveland, O. 575
WERH — Hamilton, Ala. 326
WERI — Westerly, R. I. 624
WESA — Charleroi, Pa. 601
WESB — Bradford, Pa. 600
WESC — Greenville, S. C. 627
WEST — Easton, Pa. 602
WESX — Salem, Mass. 472
WETB — Johnson City, Tenn. 636
WETO — Gadsden, Ala. 325
WEVD — New York, N. Y. 539
WEVE — Eveleth, Minn. 488
WEW — St. Louis, Mo. 507
WEWO — Laurinburg, N. C. 562
WEXL — Royal Oak, Mich. 486

WFAA — Dallas, Tex. 648
WFAI — Fayetteville, N. C. 558
WFAS — White Plains, N. Y. 554
WFAU — Augusta, Me. 456
WFAX — Falls Church, Va. 675
WFBC — Greenville, S. C. 627
WFBG — Altoona, Pa. 599
WFBL — Syracuse, N. Y. 552
WFBM — Indianapolis, Ind. 427
WFBR — Baltimore, Md. 461
WFCB — Dunkirk, N. Y. 531
WFDF — Flint, Mich. 481
WFEA — Manchester, N. H. 518
WFEB — Sylacauga, Ala. 328
WFEC — Miami, Fla. 384
WFGM — Fitchburg, Mass. 469
WFGN — Gaffney, S. C. 627
WFHG — Bristol, Va. 674
WFHR — Wisconsin Rapids, Wis. 703
WFIG — Sumter, S. C. 630
WFIL — Philadelphia, Pa. 613
WFIN — Findlay, O. 579
WFKY — Frankfort, Ky. 445
WFLA — Tampa, Fla. 390
WFLB — Fayetteville, N. C. 558
WFLO — Farmville, Va. 675
WFMC — Goldsboro, N. C. 559
WFMD — Frederick, Md. 463
WFMH — Cullman, Ala. 323
WFMJ — Youngstown, O. 584
WFMW — Madisonville, Ky. 447
WFNC — Fayetteville, N. C. 558
WFNS — Burlington, N. C. 556
WFOM — Marietta, Ga. 401
WFOR — Hattiesburg, Miss. 498
WFOX — Milwaukee, Wis. 699
WFOY — St. Augustine, Fla. 388
WFPA — Ft. Payne, Ala. 325
WFPG — Atlantic City, N. J. 520
WFPM — Fort Valley, Ga. 400
WFRC — Reidsville, N. C. 564
WFRL — Freeport, Ill. 417
WFRO — Fremont, O. 579
WFRP — Savannah, Ga. 402
WFRX — West Frankfort, Ill. 425
WFTC — Kinston, N. C. 562
WFTL — Ft. Lauderdale, Fla. 380
WFTM — Maysville, Ky. 448
WFTR — Front Royal, Va. 675
WFUL — Fulton, Ky. 445
WFUN — Huntsville, Ala. 326
WFUR — Grand Rapids, Mich. 481
WFVA — Fredericksburg, Va. 675
WFVG — Fuquay Springs, N. C. 559
WFYC — Alam, Mich. 475
WGAA — Cedartown, Ga. 397
WGAC — Augusta, Ga. 395
WGAD — Gadsden, Ala. 325
WGAF — Valdosta, Ga. 404
WGAI — Elizabeth City, N. C. 558
WGAL — Lancaster, Pa. 606
WGAN — Portland, Me. 458
WGAP — Maryville, Tenn. 637
WGAR — Cleveland, O. 575
WGAT — Utica, N. Y. 553
WGAU — Athens, Ga. 391
WGAY — Silver Springs, Md. 465
WGBA — Columbus, Ga. 397
WGBB — Freeport, N. Y. 533
WGBF — Evansville, Ind. 425
WGBI — Scranton, Pa. 617
WGBG — Greensboro, N. C. 560
WGBR — Goldsboro, N. C. 559
WGBS — Miami, Fla. 384
WGCB — Red Lion, Pa. 617
WGCD — Chester, S. C. 626
WGCM — Gulfport, Miss. 497
WGEM — Quincy, Ill. 421
WGES — Chicago, Ill. 413
WGET — Gettysburg, Pa. 603
WGEZ — Beloit, Wis. 695
WGFG — Kalamazoo, Mich. 483
WGGA — Gainesville, Ga. 400
WGGG — Gainesville, Fla. 381
WGGH — Marion, Ill. 418
WGH — Newport News, Va. 677
WGHN — Grand Haven, Mich. 481
WGIG — Brunswick, Ga. 396
WGIL — Galesburg, Ill. 417
WGIV — Charlotte, N. C. 557
WGKV — Charleston, W. Va. 690
WGL — Ft. Wayne, Ind. 426
WGLS — Decatur, Ga. 399
WGMS — Washington, D. C. 377
WGN — Chicago, Ill. 413
WGNC — Gastonia, N. C. 559
WGNI — Wilmington, N. C. 567
WGNR — New Rochelle, N. Y. 537
WGNS — Murfreesboro, Tenn. 639
WGNY — Newburgh, N. Y. 537
WGOV — Valdosta, Ga. 404
WGPA — Bethlehem, Pa. 600
WGPC — Albany, Ga. 391
WGR — Buffalo, N. Y. 529
WGRA — Cairo, Ga. 396
WGRC — Louisville, Ky. 446
WGRD — Grand Rapids, Mich. 481
WGRM — Greenwood, Miss. 497
WGRO — Bay City, Mich. 476
WGRV — Greeneville, Tenn. 635
WGRY — Gary, Ind. 426
WGSM — Huntington, N. Y. 534
WGST — Atlanta, Ga. 392
WGSV — Guntersville, Ala. 325
WGTA — Summerville, Ga. 403
WGTC — Greenville, N. C. 560
WGTL — Kannapolis, N. C. 562
WGTM — Wilson, N. C. 568
WGTN — Georgetown, S. C. 627
WGUY — Bangor, Me. 457
WGVA — Geneva, N. Y. 533
WGVM — Greenville, Miss. 497
WGWC — Selma, Ala. 328
WGWD — Gadsden, Ala. 325
WGWR — Asheboro, N. C. 555
WGY — Schenectady, N. Y. 552
WGYV — Greenville, Ala. 325
WHA — Madison, Wis. 697
WHAI — Greenfield, Mass. 470
WHAK — Rogers City, Mich. 486
WHAL — Shelbyville, Tenn. 640
WHAM — Rochester, N. Y. 549
WHAN — Charleston, S. C. 625
WHAP — Hopewell, Va. 676
WHAR — Clarksburg, W. Va. 691
WHAS — Louisville, Ky. 446
WHAT — Philadelphia, Pa. 611
WHAV — Haverhill, Mass. 470
WHAW — Weston, W. Va. 694
WHAY — New Britain, Conn. 373
WHB — Kansas City, Mo. 504
WHBB — Selma, Ala. 328
WHBC — Canton, O. 574
WHBF — Rock Island, Ill. 422
WHBI — Newark, N. J. 521
WHBL — Sheboygan, Wis. 701

WHBO — Tampa, Fla. 390
WHBQ — Memphis, Tenn. 638
WHBS — Huntsville, Ala. 326
WHBT — Harriman, Tenn. 635
WHBU — Anderson, Ind. 424
WHBY — Appleton, Wis. 695
WHCC — Waynesville, N. C. 567
WHCU — Ithaca, N. Y. 534
WHDF — Houghton, Mich. 482
WHDH — Boston, Mass. 468
WHDL — Olean, N. Y. 547
WHEB — Portsmouth, N. H. 519
WHEC — Rochester, N. Y. 551
WHED — Washington, N. C. 567
WHEE — Boston, Mass. 467
WHFB — Benton Harbor, Mich. 476
WHFC — Chicago, Ill. 413
WHGB — Harrisburg, Pa. 603
WHHH — Warren, O. 584
WHHM — Memphis, Tenn. 638
WHIM — Providence, R. I. 623
WHIN — Gallatin, Tenn. 635
WHIO — Dayton, O. 578
WHIP — Mooresville, N. C. 563
WHIR — Danville, Ky. 445
WHIS — Bluefield, W. Va. 690
WHIT — New Bern, N. C. 563
WHIZ — Zanesville, O. 584
WHJB — Greensburg, Pa. 603
WHJC — Matewan, W. Va. 692
WHK — Cleveland, O. 575
WHKC — Columbus, O. 578
WHKK — Akron, O. 573
WHKP — Hendersonville, N. C. 561
WHKY — Hickory, N. C. 561
WHLB — Virginia, Minn. 495
WHLD — Niagara Falls, N. Y. 547
WHLF — South Boston, Va. 680
WHLI — Hempstead, N. Y. 533
WHLL — Wheeling, W. Va. 694
WHLM — Bloomsburg, Pa. 600
WHLN — Harlan, Ky. 445
WHLS — Port Huron, Mich. 485
WHMA — Anniston, Ala. 321
WHMP — Northampton, Mass. 471
WHNC — Henderson, N. C. 561
WHO — Des Moines, Iowa 434
WHOB — Gardner, Mass. 470
WHOC — Philadelphia, Miss. 500
WHOD — Homestead, Pa. 606
WHOK — Lancaster, O. 580
WHOL — Allentown, Pa. 598
WHOM — New York, N. Y. 537
WHOO — Orlando, Fla. 387
WHOP — Hopkinsville, Ky. 446
WHOS — Decatur, Ala. 323
WHOT — South Bend, Ind. 430
WHOW — Clinton, Ill. 415
WHP — Harrisburg, Pa. 605
WHPE — High Point, N. C. 561
WHRV — Ann Arbor, Mich. 475
WHSC — Hartsville, S. C. 628
WHSY — Hattiesburg, Miss. 498
WHTB — Talladega, Ala. 329
WHTC — Holland, Mich. 482
WHTN — Huntington, W. Va. 692
WHUB — Cookeville, Tenn. 634
WHUC — Hudson, N. Y. 534
WHUM — Reading, Pa. 616
WHUN — Huntington, Pa. 606
WHVR — Hanover, Pa. 603
WHWB — Rutland, Vt. 672
WHWL — Nanticoke, Pa. 609
WHYN — Holyoke, Mass. 470
WHYU — Newport News, Va. 677
WIAC — San Juan, P. R. 711
WIAM — Williamston, N. C. 567
WIBA — Madison, Wis. 697
WIBB — Macon, Ga. 401
WIBC — Indainapolis, Ind. 427
WIBG — Philadelphia, Pa. 613
WIBK — Knoxville, Tenn. 636
WIBM — Jackson, Mich. 483
WIBR — Baton Rouge, La. 450
WIBU — Poynette, Wis. 700
WIBV — Belleville, Ill. 409
WIBW — Topeka, Kans. 442
WIBX — Utica, N. Y. 553
WICA — Ashtabula, O. 573
WICC — Bridgeport, Conn. 371
WICH — Norwich, Conn. 374
WICY — Malone, N. Y. 535
WIDE — Biddeford, Me. 457
WIEL — Elizabethtown, Ky. 445
WIFM — Elkin, N. C. 558
WIGM — Medford, Wis. 698
WIHL — Hammond, La. 451
WIKB — Iron River, Mich. 482
WIKC — Bogalusa, La. 451
WIKK — Erie, Pa. 603
WIKY — Evansville, Ind. 425
WIL — St. Louis, Mo. 508
WILD — Birmingham, Ala. 322
WILE — Cambridge, O. 573
WILK — Wilkes-Barre, Pa. 619
WILM — Wilmington, Del. 376
WILS — Lansing, Mich. 483
WIMA — Lima, O. 580
WIMS — Michigan City, Ind. 429
WINA — Charlottesville, Va. 674
WINC — Winchester, Va. 681
WIND — Chicago, Ill. 413
WING — Dayton, O. 578
WINK — Ft. Myers, Fla. 381
WINN — Louisville, Ky. 447
WINR — Binghamton, N. Y. 528
WINS — New York, N. Y. 539
WINX — Rockville, Md. 464
WINZ — Miami Beach, Fla. 386
WIOD — Miami, Fla. 385
WIOU — Kokomo, Ind. 428
WIP — Philadelphia, Pa. 613
WIPC — Lake Wales, Fla. 383
WIPR — San Juan, P. R. 710
WIRA — Fort Pierce, Fla. 381
WIRB — Enterprise, Ala. 324
WIRC — Hickory, N. C. 561
WIRE — Indianapolis, Ind. 427
WIRJ — Humboldt, Tenn. 635
WIRK — West Palm Beach, Fla. 391
WIRL — Peoria, Ill. 420
WIRO — Ironton, O. 580
WIRY — Plattsburg, N. Y. 549
WIS — Columbia, S. C. 626
WISC — Madison, Wis. 698
WISE — Asheville, N. C. 555
WISH — Indianapolis, Ind. 428
WISL — Shamokin, Pa. 618
WISN — Milwaukee, Wis. 699
WISR — Butler, Pa. 601
WIST — Charlotte, N. C. 557
WITA — San Juan, P. R. 711
WITH — Baltimore, Md. 463
WITZ — Jasper, Ind. 428
WIVY — Jacksonville, Fla. 381
WIZE — Springfield, O. 582

WJAC — Johnstown, Pa. 606
WJAG — Norfolk, Neb. 514
WJAM — Marion, Ala. 326
WJAR — Providence, R. I. 624
WJAS — Pittsburgh, Pa. 615
WJAT — Swainsboro, Ga. 403
WJAY — Mullins, S. C. 629
WJAX — Jacksonville, Fla. 382
WJBB — Haleyville, Ala. 325
WJBC — Bloomington, Ill. 409
WJBF — Augusta, Ga. 395
WJBK — Detroit, Mich. 478
WJBO — Baton Rouge, La. 451
WJBS — Deland, Fla. 380
WJBW — New Orleans, La. 454
WJBY — Gadsden, Ala. 325
WJCD — Seymour, Ind. 430
WJCM — Sebring, Fla. 389
WJDA — Quincy, Mass. 472
WJDX — Jackson, Miss. 498
WJEF — Grand Rapids, Mich. 482
WJEH — Gallipolis, O. 580
WJEJ — Hagerstown, Md. 464
WJEL — Springfield, O. 582
WJER — Dover, O. 579
WJET — Erie, Pa. 603
WJHL — Johnson City, Tenn. 636
WJHO — Opelika, Ala. 328
WJHP — Jacksonville, Fla. 381
WJIG — Tullahoma, Tenn. 640
WJIM — Lansing, Mich. 484
WJIV — Savannah, Ga. 402
WJJD — Chicago, Ill. 415
WJJJ — Montgomery, Ala. 327
WJJL — Niagara Falls, N. Y. 547
WJJM — Lewisburg, Tenn. 637
WJKO — Springfield, Mass. 472
WJLB — Detroit, Mich. 478
WJLD — Bessemer, Ala. 322
WJLK — Asbury Park, N. J. 519
WJLS — Beckley, W. Va. 690
WJMA — Orange, Va. 678
WJMB — Brookhaven, Miss. 496
WJMC — Rice Lake, Wis. 701
WJMJ — Philadelphia, Pa. 611
WJMO — Cleveland, O. 576
WJMR — New Orleans, La. 454
WJMS — Ironwood, Mich. 483
WJMW — Athens, Ala. 321
WJMX — Florence, S. C. 627
WJNC — Jacksonville, N. C. 561
WJNO — West Palm Beach, Fla. 391
WJOB — Hammond, Ind. 426
WJOC — Jamestown, N. Y. 535
WJOI — Florence, Ala. 324
WJOL — Joliet, Ill. 417
WJON — St. Cloud, Minn. 493
WJOY — Burlington, Vt. 672
WJPA — Washington, Pa. 619
WJPD — Ishpeming, Mich. 483
WJPF — Herrin, Ill. 417
WJPG — Green Bay, Wis. 696
WJPR — Greenville, Miss. 497
WJPS — Evansville, Ind. 426
WJQS — Jackson, Miss. 498
WJR — Detroit, Mich. 480
WJRD — Tuscaloosa, Ala. 329
WJRI — Lenoir, N. C. 562
WJSW — Altoona, Pa. 599
WJTN — Jamestown, N. Y. 535
WJVA — South Bend, Ind. 430
WJVB — Jacksonville Beach, Fla. 383
WJW — Cleveland, O. 576
WJWL — Georgetown, Del. 376
WJXN — Jackson, Miss. 498
WJZ — New York, N. Y. 539
WJZM — Clarksville, Tenn. 634
WKAB — Mobile, Ala. 327
WKAI — Macomb, Ill. 418
WKAL — Rome, N. Y. 551
WKAM — Warsaw, Ind. 431
WKAN — Kankakee, Ill. 418
WKAP — Allentown, Pa. 599
WKAQ — San Juan, P. R. 711
WKAT — Miami Beach, Fla. 386
WKAY — Glasgow, Ky. 445
WKBC — North Wilkesboro, N. C. 564
WKBH — La Crosse, Wis. 697
WKBI — St. Marys, Pa. 617
WKBN — Youngstown, O. 584
WKBO — Harrisburg, Pa. 605
WKBR — Manchester, N. H. 518
WKBS — Oyster Bay, N. Y. 547
WKBV — Richmond, Ind. 429
WKBW — Buffalo, N. Y. 531
WKBZ — Muskegon, Mich. 485
WKCT — Bowling Green, Ky. 444
WKDA — Nashville, Tenn. 639
WKDK — Newberry, S. C. 629
WKDN — Camden, N. J. 520
WKEU — Griffin, Ga. 400
WKEY — Covington, Va. 674
WKGN — Knoxville, Tenn. 636
WKHM — Jackson, Mich. 483
WKIC — Hazard, Ky. 445
WKID — Urbana, Ill. 423
WKIN — Kingsport, Tenn. 636
WKIP — Poughkeepsie, N. Y. 549
WKJB — Mayaguez, P. R. 709
WKJG — Ft. Wayne, Ind. 426
WKLA — Ludington, Mich. 484
WKLF — Clanton, Ala. 323
WKLJ — Sparta, Wis. 701
WKLK — Cloquet, Minn. 488
WKLO — Louisville, Ky. 447
WKLV — Blackstone, Va. 673
WKLX — Lexington, Ky. 446
WKLY — Hartwell, Ga. 400
WKMH — Dearborn, Mich. 478
WKNA — Charleston, W. Va. 691
WKNB — New Britain, Conn. 373
WKNE — Keene, N. H. 518
WKNK — Muskegon, Mich. 485
WKNX — Saginaw, Mich. 486
WKNY — Kingston, N. Y. 535
WKOK — Sunbury, Pa. 618
WKOP — Binghamton, N. Y. 528
WKOW — Madison, Wis. 698
WKOX — Framingham, Mass. 469
WKOY — Bluefield, W. Va. 690
WKOZ — Kosciusko, Miss. 499
WKPA — New Kensington, Pa. 609
WKPT — Kingsport, Tenn. 636
WKRC — Cincinnati, O. 574
WKRG — Mobile, Ala. 327
WKRM — Columbia, Tenn. 634
WKRO — Cairo, Ill. 410
WKRS — Waukegan, Ill. 424
WKRT — Cortland, N. Y. 531
WKRZ — Oil City, Pa. 609
WKSR — Pulaski, Tenn. 640
WKST — New Castle, Pa. 609
WKTG — Thomasville, Ga. 403
WKTM — Mayfield, Ky. 447
WKTY — La Crosse, Wis. 697
WKUL — Cullman, Ala. 323

WKVA — Lewistown, Pa. 608
WKVM — San Juan, P. R. 710
WKWF — Key West, Fla. 383
WKWK — Wheeling, W. Va. 694
WKXL — Concord, N. H. 517
WKXY — Sarasota, Fla. 389
WKY — Oklahoma City, Okla. 588
WKYB — Paducah, Ky. 448
WKYW — Louisville, Ky. 447
WKZO — Kalamazoo, Mich. 483
WLAC — Nashville, Tenn. 639
WLAD — Danbury, Conn. 371
WLAG — La Grange, Ga. 400
WLAK — Lakeland, Fla. 383
WLAM — Lewiston, Me. 458
WLAN — Lancaster, Pa. 607
WLAP — Lexington, Ky. 446
WLAQ — Rome, Ga. 402
WLAR — Athens, Tenn. 633
WLAT — Conway, S. C. 626
WLAU — Laurel, Miss. 499
WLAV — Grand Rapids, Mich. 482
WLAW — Lawrence, Mass. 470
WLAY — Muscle Shoals, Ala. 328
WLBB — Carrollton, Ga. 397
WLBC — Muncie, Ind. 429
WLBE — Leesburg-Eustis, Fla. 384
WLBG — Laurens, S. C. 628
WLBH — Mattoon, Ill. 418
WLBJ — Bowling Green, Ky. 444
WLBK — De Kalb, Ill. 416
WLBR — Lebanon, Pa. 607
WLBS — Birmingham, Ala. 322
WLBZ — Bangor, Me. 457
WLCK — Campbellsville, Ky. 444
WLCM — Lancaster, S. C. 628
WLCR — Torrington, Conn. 375
WLCS — Baton Rouge, La. 451
WLCX — La Crosse, Wis. 697
WLDS — Jacksonville, Ill. 417
WLDY — Ladysmith, Wis. 697
WLEA — Hornell, N. Y. 533
WLEC — Sandusky, O. 582
WLEE — Richmond, Va. 678
WLET — Toccoa, Ga. 404
WLEU — Erie, Pa. 603
WLEW — Bad Axe, Mich. 476
WLEX — Lexington, Ky. 446
WLIB — New York, N. Y. 541
WLIL — Lenoir City, Tenn. 637
WLIN — Merrill, Wis. 699
WLIO — East Liverpool, O. 579
WLIP — Kenosha, Wis. 697
WLIZ — Bridgeport, Conn. 371
WLLH — Lowell-Lawrence, Mass. 471
WJMO — Cleveland, O. 576
WLNA — Peekskill, N. Y. 549
WLNH — Laconia, N. H. 518
WLOA — Braddock, Pa. 600
WLOE — Leaksville, N. C. 562
WLOF — Orlando, Fla. 387
WLOG — Logan, W. Va. 692
WLOH — Princeton, W. Va. 693
WLOI — La Forte, Ind. 428
WLOK — Lima, O. 580
WLOL — Minneapolis, Minn. 490
WLOS — Asheville, N. C. 555
WLOU — Louisville, Ky 447
WLOW — Norfolk, Va. 677
WLOX — Biloxi-Gulfport, Miss. 496
WLPM — Suffolk, Va. 681
WLPO — La Salle, Ill. 418
WLRP — New Albany, Inc. 429
WLS — Chicago, Ill. 415
WLSI — Pikeville, Ky. 449
WLTC — Gastonia, N. C. 559
WLVA — Lynchburg, Va. 676
WLW — Cincinnati, O. 575
WLXW — Carlisle, Pa. 601
WLYC — Williamsport, Pa. 620
WLYN — Lynn, Mass. 471
WMAJ — State College, Pa. 618
WMAK — Nashville, Tenn. 639
WMAL — Washington, D. C. 377
WMAM — Marinette, Wis. 698
WMAN — Mansfield, O. 580
WMAP — Monroe, N. C. 563
WMAQ — Chicago, Ill. 415
WMAS — Springfield, Mass. 472
WMAW — Milwaukee, Wis. 699
WMAY — Springfield, Ill. 422
WMAZ — Macon, Ga. 401
WMBC — Macon, Miss. 499
WMBD — Peoria, Ill. 421
WMBG — Richmond, Va. 679
WMBH — Joplin, Mo. 503
WMBL — Morehead City, N. C. 563
WMBM — Miami Beach, Fla. 386
WMBN — Petoskey, Mich. 485
WMBO — Auburn, N. Y. 528
WMBR — Jacksonville, Fla. 382
WMBS — Uniontown, Pa. 619
WMC — Memphis, Tenn. 638
WMCA — New York, N. Y. 539
WMCK — McKeesport, Pa. 608
WMDD — Fajardo, P. R. 709
WMDN — Midland, Mich. 484
WMEV — Marion, Va. 676
WBEX — Boston, Mass. 467
WMFD — Wilmington, N. C. 568
WMFG — Hibbing, Minn. 489
WMFJ — Daytona Beach, Fla. 380
WMFR — High Point, N. C. 561
WMFS — Chattanooga, Tenn. 634
WMFT — Florence, Ala. 324
WMGA — Moultrie, Ga. 401
WMGM — New York, N. Y. 539
WMGR — Bainbridge, Ga. 396
WMGW — Meadville, Pa. 608
WMGY — Montgomery, Ala. 327
WMID — Atlantic City, N. J. 519
WMIE — Miami, Fla. 385
WMIK — Middleboro, Ky. 448
WMIL — Milwaukee, Wis. 699
WMIN — St. Paul, Minn. 493
WMIQ — Iron Mountain, Mich. 482
WMIS — Natchez, Miss. 500
WMIX — Mt. Vernon, Ill. 420
WMJM — Cordele, Ga. 397
WMLS — Sylacauga, Ala. 329
WMLT — Dublin, Ga. 399
WMMB — Melbourne, Fla. 384
WMMN — Fairmont, W. Va. 691
WMMT — McMinnville, Tenn. 637
WMMW — Meriden, Conn. 373
WMNB — North Adams, Mass. 471
WMNC — Morganton, N. C. 563
WMNE — Menomonie, Wis. 699
WMOA — Marietta, O. 581
WMOC — Covington, Ga. 399
WMOD — Moundsville, W. Va. 693
WMOG — Brunswick, Ga. 396
WMOH — Hamilton, O. 580
WMOK — Metropolis, Ill. 419
WMON — Montgomery, W. Va. 692
WMOU — Berlin, N. H. 517

WMOX — Meridian, Miss. 499
WMPM — Smithfield, N. C. 566
WMPS — Memphis, Tenn. 638
WMRA — Myrtle Beach, S. C. 629
WMRC — Greenville, S. C. 628
WMRF — Lewistown, Pa. 608
WMRN — Marion, O. 581
WMRO — Aurora, Ill. 409
WMRP — Flint, Mich. 481
WMRY — New Orleans, La. 455
WMSA — Massena, N. Y. 537
WMSC — Columbia, S. C. 626
WMSL — Decatur, Ala. 324
WMT — Cedar Rapids, Iowa 432
WMTC — Vancleve, Ky. 449
WMTE — Manistee, Mich. 484
WMTR — Morristown, N. J. 520
WMUR — Manchester, N. H. 519
WMUS — Muskegon, Mich. 485
WMUU — Greenville, S. C. 628
WMVA — Martinsville, Va. 676
WMVG — Milledgeville, Ga. 401
WNAC — Boston, Mass. 468
WNAB — Bridgeport, Conn. 371
WNAE — Warren, Pa. 619
WNAG — Grenada, Miss. 497
WNAH — Nashville, Tenn. 639
WNAM — Neenah-Menasha, Wis. 700
WNAO — Raleigh, N. C. 564
WNAR — Norristown, Pa. 609
WNAT — Natchez, Miss. 500
WNAV — Annapolis, Md. 459
WNAW — North Adams, Mass. 471
WNAX — Yankton, S. D. 632
WNBC — New York, N. Y. 541
WNBF — Binghamton, N. Y. 528
WNBH — New Bedford, Mass. 471
WNBS — Murray, Ky. 448
WNBZ — Saranac Lake, N. Y. 551
WNCC — Barnsboro, Pa. 600
WNDB — Daytona Beach, Fla. 380
WNDR — Syracuse, N. Y. 552
WNEB — Worcester, Mass. 473
WNEL — San Juan, P. R. 711
WNER — Live Oak, Fla. 384
WNEW — New York, N. Y. 543
WNEX — Macon, Ga. 401
WNGO — Mayfield, Ky. 447
WNHC — New Haven, Conn. 374
WNJR — Newark, N. J. 521
WNLC — New London, Conn. 374
WNLK — Norwalk, Conn. 374
WNMP — Evanston, Ill. 416
WNNC — Newton, N. C. 564
WNNT — Warsaw, Va. 681
WNOE — New Orleans, La. 455
WNOK — Columbus, S. C. 626
WNOP — Newport, Ky. 448
WNOR — Norfolk, Va. 677
WNOW — York, Pa. 621
WNOX — Knoxville, Tenn. 637
WNVA — Norton, Va. 677
WNXT — Portsmouth, O. 582
WOAI — San Antonio, Tex. 664
WOAP — Owosso, Mich. 485
WOAY — Oak Hill, W. Va. 693
WOBS — Jacksonville, Fla. 382
WOBT — Rhinelander, Wis. 700
WOC — Davenport, Iowa 433
WOCB — West Yarmouth, Mass. 473
WOHI — East Liverpool, O. 579
WOHS — Shelby, N. C. 566
WOKO — Albany, N. Y. 527
WOKE — Nashville, Tenn. 639
WOKW — Sturgeon Bay, Wis. 701
WOKY — Milwaukee, Wis. 700
WOKZ — Alton, Ill. 409
WOL — Washington, D. C. 377
WOLF — Syracuse, N. Y. 552
WOLS — Florence, S. C. 627
WOMI — Owensboro, Ky. 448
WOMT — Manitowoc, Wis. 698
WOND — Pleasantville, N. J. 522
WONE — Dayton, O. 578
WONN — Lakeland, Fla. 383
WONS — Hartford, Conn. 372
WONW — Defiance, O. 579
WOOD — Grand Rapids, Mich. 482
WOOF — Dothan, Ala. 324
WOOK — Washington, D. C. 377
WOPA — Oak Park, Ill. 420
WOPI — Bristol, Tenn. 633
WOR — New York, N. Y. 543
WORA — Mayaguez, P. R. 710
WORC — Worcester, Mass. 473
WORD — Spartanburg, S. C. 630
WORK — York, Pa. 621
WORL — Boston, Mass. 468
WORZ — Orlando, Fla 387
WOSC — Fulton, N. Y. 533
WOSH — Oshkosh, Wis. 700
WOTW — Nashua, N. H. 519
WOV — New York, N. Y. 545
WOW — Omaha, Neb. 515
WOWO — Ft. Wayne, Ind. 426
WOXF — Oxford, N. C. 564
WPAB — Ponce, P. R. 710
WPAC — Patchogue, N. Y. 549
WPAD — Paducah, Ky. 448
WPAG — Ann Arbor, Mich. 475
WPAL — Charleston, S. C. 625
WPAM — Pottsville, Pa. 616
WPAQ — Mt. Airy, N. C. 563
WPAR — Parkersburg, W. Va. 693
WPAT — Paterson, N. J. 522
WPAW — Pawtucket, R. I. 623
WPAX — Thomasville, Ga. 404
WPAY — Portsmouth, O. 582
WPAZ — Pottstown, Pa. 616
WPFB — Jackson, Ala. 326
WPFC — Minneapolis, Minn. 490
WPCF — Panama City, Fla. 388
WPDQ — Jacksonville, Fla. 382
WPDX — Clarksburg, W. Va. 691
WPEN — Philadelphia, Pa. 611
WPEO — Peoria, Ill. 421
WPFB — Middletown, O. 581
WPEP — Taunton, Mass. 473
WPGH — Pittsburgh, Pa. 615
WPGW — Portland, Ind. 429
WPIC — Sharon, Pa. 618
WPIK — Alexandria, Va. 673
WPIN — Clearwater, Fla. 379
WPIT — Pittsburgh, Pa. 616
WPJB — Providence, R. I. 623
WPKE — Pikesville, Ky. 449
WPKY — Princeton, Ky. 449
WPLA — Plant City, Fla. 388
WPLH — Huntington, W. Va. 692
WPLI — Jackson, Tenn. 635
WPMP — Pascagoula, Miss. 500
WPNF — Brevard, N. C. 556
WPOR — Portland, Me. 458
WPPA — Pottsville, Pa. 616
WPRA — Mayaguez, P. R. 710
WPRC — Lincoln, Ill. 418

WPRO — Providence, R. I. 623
WPRP — Ponce, P. R. 710
WPRS — Paris, Ill. 420
WPTF — Raleigh, N. C. 564
WPTR — Albany, N. Y. 527
WPTW — Piqua, O. 581
WPUV — Pulaski, Va. 678
WPWA — Chester, Pa. 601
WQAM — Miami, Fla. 385
WQAN — Scranton, Pa. 618
WQBC — Vicksburg, Miss. 500
WQUA — Moline, Ill. 419
WQXI — Atlanta, Ga. 395
WQXR — New York, N. Y. 547
WRAC — Racine, Wis. 700
WRAD — Radford, Va. 678
WRAG — Carrollton, Ala. 323
WRAK — Williamsport, Pa. 620
WRAL — Raleigh, N. C. 564
WRAW — Reading, Pa. 617
WRAY — Princeton, Ind. 429
WRBC — Jackson, Miss. 498
WRBL — Columbus, Ga. 397
WRC — Washington, D. C. 377
WRCO — Richland Center, Wis. 701
WRCS — Ahoskie, N. C. 555
WRDO — Augusta, Me. 457
WRDW — Augusta, Ga. 396
WREB — Holyoke, Mass. 470
WREC — Memphis, Tenn. 638
WREL — Lexington, Va. 676
WREN — Topeka, Kans. 442
WREV — Reidsville, N. C. 565
WREX — Duluth, Minn. 488
WRFC — Athens, Ga. 392
WRFD — Worthington, O. 584
WRFS — Alexander City, Ala. 321
WRFW — Eau Claire, Wis. 696
WRGA — Rome, Ga. 402
WRHC — Jacksonville, Fla. 383
WRHI — Rock Hill, S. C. 629
WRIA — Caguas, P. R. 709
WRIB — Providence, R. I. 624
WRIC — Richlands, Va. 678
WRIO — Rio Piedras, P. R. 710
WRJM — Newport, R. I. 623
WRJN — Racine, Wis. 700
WRJW — Picayune, Miss. 500
WRLD — Lanett, Ala. 323
WRMN — Elgin, Ill. 416
WRNL — Richmond, Va. 679
WRNO — Orangeburg, S. C. 629
WRNY — Rochester, N. Y. 551
WROB — West Point, Miss. 501
WROD — Daytona Beach, Fla. 380
WROK — Rockford, Ill. 422
WROL — Knoxville, Tenn. 637
WROM — Rome, Ga. 402
WRON — Ronceverte, W. Va. 693
WROV — Roanoke, Va. 680
WROW — Albany, N. Y. 527
WROX — Clarksdale, Miss. 496
WROY — Carmi, Ill. 410
WRR — Dallas, Tex. 648
WRRF — Washington, N. C. 567
WRRZ — Clinton, N. C. 557
WRSW — Warsaw, Ind. 431
WRTA — Altoona, Pa. 599
WRUF — Gainesville, Fla. 381
WRUN — Utica, N. Y. 553
WRVA — Richmond, Va. 679
WRXO — Roxboro, N. C. 565
WRYO — Rochester, Pa. 617
WSAI — Cincinnati, O. 575
WSAL — Logansport, Ind. 429
WSAM — Saginaw, Mich. 486
WSAN — Allentown, Pa. 599
WSAP — Portsmouth, Va. 678
WSAR — Fall River, Mass. 468
WSAT — Salisbury, N. C. 565
WSAU — Wausau, Wis. 702
WSAV — Savannah, Ga. 403
WSAY — Rochester, N. Y. 551
WSAZ — Huntington, W. Va. 692
WSB — Atlanta, Ga. 395
WSBA — York, Pa. 621
WSBB — New Smyrna Beach, Fla. 386
WSBC — Chicago, Ill. 415
WSBT — South Bend, Ind. 430
WSCR — Scranton, Pa. 618
WSDC — Marine City, Mich. 484
WSDR — Sterling, Ill. 423
WSFA — Montgomery, Ala. 327
WSFC — Somerset, Ky. 449
WSFT — Thomaston, Ga. 403
WSGC — Elberton, Ga. 399
WSGN — Birmingham, Ala. 323
WSGW — Saginaw, Mich. 486
WSHB — Stillwater, Minn. 493
WSIC — Statesville, N. C. 566
WSID — Baltimore, Md. 461
WSIP — Paintsville, Ky. 449
WSIR — Winter Haven, Fla. 391
WSIV — Pekin, Ill. 420
WSIX — Nashville, Tenn. 639
WSJS — Winston-Salem, N. C. 568
WSKB — McComb, Miss. 499
WSKI — Montpelier-Barre, Vt. 672
WSKY — Asheville, N. C. 555
WSLB — Ogdensburg, N. Y. 547
WSLI — Jackson, Miss. 498
WSLS — Roanoke, Va. 680
WSM — Nashville, Tenn. 640
WSMB — New Orleans, La. 455
WSMI — Litchfield, Ill. 418
WSNJ — Bridgeton, N. J. 520
WSNW — Seneca, S. C. 630
WSNY — Schenectady, N. Y. 552
WSOC — Charlotte, N. C. 557
WSOK — Nashville, Tenn. 640
WSON — Henderson, Ky. 445
WSOO — Sault Ste. Marie, Mich. 486
WSOY — Decatur, Ill. 416
WSPA — Spartanburg, S. C. 630
WSPB — Sarasota, Fla. 389
WSPC — Anniston, Ala. 321
WSPD — Toledo, O. 583
WSPR — Springfield, Mass. 472
WSPT — Stevens Point, Wis. 701
WSRS — Cleveland, O. 576
WSSB — Durham, N. C. 558
WSSO — Starkville, Miss. 500
WSSV — Petersburg, Va. 678
WSTC — Stamford, Conn. 374
WSTP — Salisbury, N. C. 565
WSTR — Sturgis, Mich. 486
WSTV — Steubenville, O. 582
WSUN — St. Petersburg, Fla. 389
WSVA — Harrisonburg, Va. 676
WSVS — Crewe, Va. 674
WSWN — Belle Glade, Fla. 379
WSYB — Rutland, Vt. 672
WSYD — Mount Airy, N. C. 563
WSYR — Syracuse, N. Y. 553

WTAC — Flint, Mich. 481
WTAD — Quincy, Ill. 421
WTAG — Worcester, Mass. 475
WTAL — Tallahassee, Fla. 390
WTAM — Cleveland, O. 577
WTAN — Clearwater, Fla. 379
WTAO — Cambridge, Mass. 468
WTAQ — La Grange, Ill. 418
WTAR — Norfolk, Va. 677
WTAW — College Station, Tex. 646
WTAX — Springfield, Ill. 423
WTBC — Tuscaloosa, Ala. 329
WTBF — Troy, Ala. 329
WTBO — Cumberland, Md. 463
WTCH — Shawano, Wis. 701
WTCJ — Tell City, Ind. 430
WTCM — Traverse City, Mich. 487
WTCN — Minneapolis, Minn. 491
WTCO — Campbellsville, Ky. 444
WTEL — Philadelphia, Pa. 615
WTHI — Terre Haute, Ind. 431
WTHT — Hartford, Conn. 372
WTIC — Hartford, Conn. 372
WTIK — Durham, N. C. 558
WTIL — Mayaguez, P. R. 710
WTIP — Charleston, W. Va. 691
WTIX — New Orleans, La. 455
WTJH — East Point, Ga. 399
WTJS — Jackson, Tenn. 635
WTKM — Hartford, Wis. 696
WTMA — Charleston, S. C. 625
WTMC — Ocala, Fla. 386
WTMJ — Milwaukee, Wis. 700
WTMV — East St. Louis, Ill. 416
WTNC — Thomasville, N. C. 566
WTND — Orangeburg, S. C. 629
WTNJ — Trenton, N. J. 523
WTNS — Coshocton, O. 578
WTNT — Tallahassee, Fla. 390
WTOB — Winston-Salem, N. C. 568
WTOC — Savannah, Ga. 403
WTOD — Toledo, O. 583
WTOK — Meridian, Miss. 499
WTOL — Toledo, O. 583
WTON — Staunton, Va. 680
WTOP — Washington, D. C. 378
WTOR — Torrington, Conn. 375
WTPR — Paris, Tenn. 640
WTPS — New Orleans, La. 455
WTRC — Elkhart, Ind. 425
WTRF — Bellaire, O. 573
WTRR — Sanford, Fla. 389
WTRW — Two Rivers, Wis. 702
WTRY — Troy, N. Y. 553
WTSA — Brattleboro, Vt. 672
WTSB — Lumberton, N. C. 563
WTSL — Hanover-Lebanon, N. H. 518
WTSP — St. Petersburg, Fla. 389
WTSV — Claremont, N. H. 517
WTTH — Port Huron, Mich. 485
WTTM — Trenton, N. J. 523
WTTN — Watertown, Wis. 702
WTTS — Bloomington, Ind. 424
WTTT — Coral Gables, Fla. 379
WTUX — Wilmington, Del. 376
WTVB — Coldwater, Mich. 478
WTVL — Waterville, Me. 459
WTWA — Thomson, Ga. 404
WTWN — St. Johnsbury, Vt. 672
WTXL — Springfield, Mass. 473
WTYC — Rock Hill, S. C. 629
WTYS — Marianna, Fla. 384
WULA — Eufaula, Ala. 324
WUSJ — Lockport, N. Y. 535
WUSN — Charleston, S. C. 625
WUST — Bethesda, Md. 463
WVAM — Altoona, Pa. 599
WVCG — Coral Gables, Fla. 379
WVCH — Chester, Pa. 602
WVEC — Hampton, Va. 675
WVET — Rochester, N. Y. 551
WVIM — Vicksburg, Miss. 501
WVJP — Caguas, P. R. 709
WVJS — Owensboro, Ky. 448
WVKO — Columbus, O. 578
WVLK — Versailes-Lexington, Ky. 449
WVLN — Olney, Ill. 420
WVMC — Mount Carmel, Ill. 419
WVMI — Biloxi, Miss. 496
WVNJ — Newark, N. J. 521
WVOK — Birmingham, Ala. 323
WVOM — Boston-Brookline, Mass. 468
WVOP — Vidalia, Ga. 404
WVOS — Liberty, N. Y. 535
WVOT — Wilson, N. C. 568
WVPO — Stroudsburg, Pa. 618
WVSC — Somerset, Pa. 618
WVVW — Fairmont, W. Va. 692
WWBZ — Vineland, N. J. 523
WWCA — Gary, Ind. 426
WWCO — Waterbury, Conn. 375
WWDC — Washington, D. C. 378
WWEZ — New Orleans, La. 455
WWGP — Sanford, N. C. 566
WWGS — Tifton, Ga. 404
WWHG — Hornell, N. Y. 534
WWIN — Baltimore, Md. 461
WWJ — Detroit, Mich. 480
WWL — New Orleans, La. 455
WWNC — Asheville, N. C. 555
WWNH — Rochester, N. H. 519
WWNR — Beckley, W. Va. 690
WWNS — Statesboro, Ga. 403
WWNY — Watertown, N. Y. 554
WWOD — Lynchburg, Va. 676
WWOL — Buffalo, N. Y. 529
WWON — Woonsocket, R. I. 624
WWPA — Williamsport, Pa. 620
WWPB — Miami, Fla. 386
WWPF — Palatka, Fla. 387
WWPG — Palm Beach, Fla. 387
WWRL — Woodside, N. Y. 554
WWSC — Glens Falls, N. Y. 533
WWSO — Springfield, O. 582
WWSR — St. Albans, Vt. 672
WWST — Wooster, O. 584
WWSW — Pittsburgh, Pa. 616
WWVA — Wheeling, W. Va. 694
WWWB — Jasper, Ala. 326
WWWF — Fayette, Ala. 324
WWWR — Russellville, Ala. 328
WWWW — Rio Piedras, P. R. 710
WWXL — Peoria, Ill. 421
WWYO — Pineville, W. Va. 693
WXAL — Demopolis, Ala. 324
WXGI — Richmond, Va. 680
WXKW — Albany, N. Y. 527
WXLW — Indianapolis, Ind. 428
WXRA — Buffalo-Kenmore, N. Y. 531
WXRF — Guayama, P. R. 709
WXYZ — Detroit, Mich. 480
WYVE — Wytheville, Va. 682
WZIP — Covington, Ky. 444
WZOB — Ft. Payne, Ala. 325

ALABAMA

Pop. April 1, 1952 (Est.) 3,204,000 — Total Housing Units 846,842
Families April 1, 1952 (Est.) 773,000 — Stations in State 72

WAVU

ALBERTVILLE—1948—LBS

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 149
Phone Number 630
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Pat M. Courington
Commercial Manager.....Bob H. Riseling
Program Director.....Mary Gore
Chief Engineer.....R. W. Hoffman

WRFS

ALEXANDER CITY—1947—KEYSTONE

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....Main St.
Phone Number 1050
Transmitter Location.....West End
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
President.....James L. Coley
Gen.-Station-Com. Mgr.....Jim Whatley
Dir. of Operations.....Lem Coley
Pg. Dir.-Prom. Mgr.....Bob McKinnon
Chief Engineer.....James W. Whatley
Consulting Engineer.....Claude Grey

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Andalusia Bcstg. Co., Inc.
Address .....P. O. Box 29
Phone Number 1100
Air Time.....5:30 a.m.-10:30 p.m.
Transmitter .....Sanford Rd.
News Service .....AP
Transcription Service .....World
Membership ..... NAB
Executive V.P., Gen. Sta. Mgr...J. Dige Bishop
Sales Prom. Mgr.....Robert Statham
Prog. Prom. Dir.....Christine Hardage
Chief Engineer.....Howell Pebworth
Consulting Engineer.....Claude Gray

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone Number 2380-368
Air Time.....5:45 a.m.-11:05 p.m.
Transmitter.....15th at Boynton
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Commercial Mgr.....Lurline M. Smollon
Program Director.....Rose Ponder
News Director.....Dewitt Carmichael
Chief Engineer.....James A. Hudson
Consulting Engineer.....Claude M. Gray

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc.....Power: 5000 Watts d; 1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone 1850-51
Air Time.....Unlimited
Transmitter Location.....Gadsden Hgwy.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President.....Stanton B. Ingram
Gen., Sta. Mgr.....W. S. Weatherly
Commerical Manager.....John Orrison
Sales Prom. Mgr.....Rosebud Waldrop
Prog., Prod. Dir.....Robert W. Bandy
Publicity Director.....Sara F. Jackson
Chief Announcer.....Robert W. Bandy
News Director.....Earl Carter
Musical Director.....Bettie Russell
Chief Engineer.....Thomas B. Atkins
Consulting Engineer.....Claude M. Gray

WJMW

ATHENS—1948—LBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 386
Phone Number 565
News Service .....AP
Transcription Service .....Capitol
Pres.-Gen.-Comm. Mgr....Homer F. Dunnavant
Pgm., Prom., News Dir....Robert V. Dunnavant
Chief Engineer.....William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address .....Box 205
Phone .....Atmore 50
Transmitter Location .....Wilson St.
Air Time.....Sunrise-Sunset
News Service .....UP
President.....John B. McCrary
Vice-Pres. & Chief Engr.....Cyril W. Redbach
General Manager.....Everett M. McCrary
Program Director.....Lillian Miller
Chief Announcer.....Wayne Butts

WAUD

AUBURN—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number 1240-1
Studio Transmitter.....Montgomery Hway.
Air Time.....6 a.m.-Midnight
News Service .....AP
Transcription Service .....World
Pres., Gen.-Station Mgr.....Elmer G. Salter
Pgm., Prod., Pub. Dir.....Earl Andrews
Chief Announcer.....Bob Donaldson
Chief Engineer.....Ted Bellon
Consulting Engineer.....C. I. Shelkofsky

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Bessemer Bcstg. Co., Inc.
Business Address..1720 3rd Ave., N., Bessemer
Phone .....Bessemer 5-5241
Birmingham 51-55241
Transmitter Location..B'ham-Bessemer Super Hgwy.
Air Time.....6 a.m.-11 p.m.
News Service .....INS
Transcription Service .....Langworth
Pres., Gen. Mgr.....J. E. Lanier
Sta., Comm., Sls. Prom. Mgr., Publ. Dir.....K. L. Wood
Prog., Prod., News, Music. Dir., Ch. Ancr.....W. B. Faush
Chief Engineer.....Jack Warden
Consulting Engineer.....Claude Gray

WJLD

BESSEMER—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 147
Phone No.....Bessemer 2300
Transmitter.Birmingham Bessemer Super H'way
News Service .....INS
Pres.-Gen. Mgr.....George Johnston, Jr.
Station, Comm. Mgr.....James E. Connolly
Sales Prom. Mgr.....Otis Dodge
Program Director.....Jane Marlindale
Prod., Mus. Dir.....Sally Gordon
Publicity Director.....Mary Patterson
Chief Announcer.....Bob Umbach
News Director.....Ganus Scarborough
Chief Engineer.....Maurice McKinney
Consulting Engineer.....Lohres & Culver

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc.....Power: 5000 Watts
Owned-Oper. By.....Voice of Ala., Inc.
Address.....701 Protective Life Bldg.
Phone Number.....3-8116
Transmitter .....Sandusky, Ala.
News Service .....UP
Transcription Service.....World
Representative.....Radio Sales (CBS)
Membership.....NARTB, BAB
Chairman of the Board....Edward L. Norton
President-Treasurer .....Thad Holt
Gen., Sta., Comm. Mgr., Pgm., New Director.....Lionel F. Baxter
Chief Engineer.....James L. Evans
Asst. Chief Engr.....N. S. Hurley
Consulting Engineer.....A. D. Ring & Co.

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address.....1727½ 2nd Ave., N.
Phone Number.....4-7741
News Service.....INS, AP
Transcription Service...Standard, Lang Worth
Representative.....Paul H. Raymer Co.
President.....Eloise S. Hanna
Gen. Manager.....G. P. Hamann
News, Pgm. Dir.....W. H. McCain
Prom. Mgr.....John T. Orr
Chief Engineer.....G. P. Hamann
Farm Editor.....Don Norman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Phone Number 44523
Partner.....J. L. Doss
Partner.....Leah L. Doss
Partner, Gen. Mgr.....John A. Thompson
Program Director.....Carolyn Mardis
Chief Engineer.....John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pilot Bcstg. Corp.
Address.....3427 27th Ave. N.
Phone Number 4-4511
President.....Roy M. Hofheintz
General Manager.....Don D. Campbell
Program Director.....Charles White McGehee
Chief Engineer.....Ray Lowery

WLBS

BIRMINGHAM—1946—LBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....216½ 21st St., N.
Phone Number 54-2541
General Manager.....Mary Gorman
Program Director.....Ed Rayfield
Chief Engineer.....Ralph Dennis

WSGN

BIRMINGHAM—1926—ABS

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Operated.....Birmingham News Co.
Business Address.....P. O. Box 2553
Phone Number.....4-3434
Studio Address.....YWCA Bldg.
Transmitter Location.....Fair Grounds
Newspaper Affiliation.....Birmingham News
News Service.....AP
Air Time.....5 a.m.-Midnight
Representative .....Headley-Reed
Membership .....NARTB
Exec. V.P., Gen. Mgr.....Henry P. Johnston
Gen. Sales Mgr.....J. Harry Calloway
Dir., Sls. Prom. & Publ....Robert D. Williams
News Director.....Gene Procter
Chief Engineer.....J. V. Sanderson
Farm Editor .....Boyd Evans
Consulting Engineer.....Gautney & Ray

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone Number 6-2924
Transmitter.....Bessemer Super Highway
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....Capitol
Representative.....Radio Reps., Inc.
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....William J. Brennan
Chief Announcer.....Dan Brennan
Program Director.....Ira Leslie
Chief Engineer.....William J. Brennan
Consulting Engineer.....W. E. Berns, Jr.

WEBJ

BREWTON—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Address.....Brewton, Ala.
Air Time.....6 a.m.-11 p.m.
Phone Number.....1000
News Service .....AP
Transcription Service.....SESAC, Capitol
Pres., Gen. Mgr.....W. Emmett Brooks
Commercial Manager.....C. E. Land
Program Director.....Bolling Brooks
Chief Engineer.....R. D. Craig
Consulting Engineer.....Claude Gray

WRAG

CARROLLTON—1951

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address .....Box 128
Phone Number 2364
News Service .....UP
Transcription Service .....World
Co-Owners.....Roth E. Hook, W. E. Farrar
General Manager.....Charles W. Stratton
Commercial Manager.....Peggy Jones
Prom. Mgr., Pgm. Dir.....Noel Pass
Chief Engineer.....Herb Guthrie

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address.....P. O. Box 110
Phone Number 448
Transmitter Location.....Selma Highway
News Service.....AP
Transcription Service.....World, Keystone
Representative.....Thomas F. Clarke
Membership .....NARTB
President.....Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.....Robert B. Taber
Chief Announcer.....Curley Huntley
Chief Engineer.....Lester Carter
Consulting Engineer.....Claude Gray

WFMH

CULLMAN—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
The Voice of Cullman

WKUL

CULLMAN—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Business, Studio, Trans. Address.....Cullman
Phone Number 864
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Hudson C. Millar, Jr.
Program Director.....Evelyn Buettner
Chief Announcer..... Leon Murphree
Chief Engineer.....Arthur Bachmann
Consulting Engineer.....Claude Gray

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Newspaper Affiliation.....Decatur Daily
Transmitter Location.....Flynn Street
Phone Number 991-992
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service.....RCA, Thesaurus & Associated
Partners.....Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.....Louis C. Blizzard
Pgm. Dir., Chf. Ancr., Farm Ed.....Jim Fouts
Pgm. Farm Dir.....Jim Fust
Chief Engr.....Melvin Cryer
Consulting Engineer.....Claude Gray

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley Bcstg. Co.
Address.....P. O. Box 411
Phone Number 802-803
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Frank Whisenant
Comm., Prom., Pgm. Dir....Cletus Quick (Natl.)
Chief Engineer.....Garlan Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....P. O. Box 261
Phone Number 400
News Service .....AP
Transcription Service .....World
Pres., General Manager.....W. M. Jordan
Commercial Manager.....Henry J. Bley
Pgm. Dir.....Leo Hart
Chief Engineer.....Austin Caldwell

WAGF

DOTHAN—1932—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Transmitter Location.....Headland Highway
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....Julian C. Smith
Comm. Mgr.....Fred C. Moseley
Program Director.....J. Arthur Creamer
Chief Engineer.....John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone Number.....3-4100
News Service .....UP
Representative .....Cummings, Reiner
Pres., Gen. Mgr.....Jess Swicegood
Prom. Mgr., News Dir.....Wayne Mosely
Chief Engineer.....Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Operated By....Dowlander Bcstg. Co.
Business-Studio Address.....110 So. Foster
Phone Number 2-5600
Transmitter Location.....Radio Road
News Service .....UP
Transcription Service .....Keystone
Representative.....Sears & Ayer
Membership .....BAB
President.....R. A. Dowling, Jr.
General Manager.....Agatha Barnes
Chief Engineer.....Sam Campbell

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address .....Enterprise
Phone NumLer 30
News Service .....UP
Transcription Service .....Lang-Worth
Partners.....R. E. James, R. M. Stanford
General Manager.....J. Wesley Gardner
Chief Engineer.....E. L. Hein

WULA

EUFAULA—1948—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address....Radio Bldg.
Phone Number 745
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Dora Clayton
Membership .....NARTB, BAB
Owner.....Edward P. Fussell
Gen. Comm.-Pgm. Dir.....Lee S. Bullis
Chief Engineer.....Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper
Phone Number 100
News Service .....UP
President.....W. W. Bankhead
General Manager.....James Reeese
Chief Engineer.....Don Moore

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number 2608
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Commercial Manager.....Harry Hearst
Sales Prom. Mgr., Pgm. Dir.....Pat Slotton
Chief Engineer.....Paul Shannon

WMFT

FLORENCE—1946—KBS-LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Cities Bcst. Co.

Bus. Add. ..... 800 Cypress Mill Rd.
Phone Number ..... 42 & 1934
Studio-Transmitter ..... 800 Cypress Mill Rd.
News Service ..... AP
Air Time ..... 5:30 a.m.-Midnight
President ..... Milton S. Killen
General-Sta. Manager ..... James L. Garrett
Commercial Manager ..... Len Hensel
Sales Prom. Mgr. ..... Virginia Y. Gray
Program Director ..... Tom York
Musical Director ..... Virginia Baker
Chief Engr. ..... Lawrence W. Rohling
Consulting Engineer ..... Claude Gray

WFPA

FT. PAYNE—1950

Frequency: 1400 Kc. ..... Power: 250 watts
Owned-Operated By ..... Killian Bcstg. Co.
Address: ..... Stallworth Building
Phone Number 850
News Service ..... AP
Pres., Gen. Mgr. ..... J. Louis Killian
Commercial Manager ..... Jim Bell

WZOB

FT. PAYNE—1950

Frequency: 1250 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Glenn M. Cravitt
Address ..... P. O. Box 255
Phone Number 1096
News Service ..... UP
Transcription Service ..... Thesaurus
General Manager ..... Glenn M. Cravitt
Program Director ..... Lester Haston
Farm Editor, Chief Engr. ..... Jess R. Moore

WETO

GADSDEN—1950

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Gadsden Radio Co.
Address ..... 722 S. 12th St.
Phone Number 69201
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... McGillvra
Partner, Gen. Mgr. ..... Edwin H. Estes
Partner ..... Cary L. Graham
Commercial Manager ..... Mac M. Thomas
Program Director ..... Weston Britt
Chief Engineer ..... Calvin C. Williamson

WGAD

GADSDEN—1947—ABC—ABS
ALA. BROADCASTING SYSTEM

Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Owned-Oper. By ..... Coosa Bcstg. Co., Inc.
Address ..... 520 Chestnut St.
Phone Number 5641, 5642
Transmitter Location ..... Attalla, Ala.
News Service ..... UP
Transcription Service ..... Capitol
Membership ..... NARTB, BAB
Pres., Gen.-Comm. Mgr. ..... Curtis DeLamar
Sales Prom. Mgr. ..... Jack Kirby
Program Director ..... Frances Seal
News Dir., Chief Anncr. ..... Jim Young
Chief Engineer ..... Halley D. Williams
Consulting Engineer ..... Claude M. Gray

WGWD

GADSDEN—1947

Frequency: 570 Kc. ..... Power: 1000 Watts d.
Business Address ..... P. O. Box 128
Phone Number 6-6301-2
Air Time ..... 4 a.m.-Sunset
Transcription Service ..... Associated
General Manager ..... Leon Loyd

WJBY

GADSDEN—1928—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Gadsden Bcstg. Co., Inc.
Address ..... 108 Broad Street
Phone Number 6-3381
Transmitter Location ..... 108 Broad St.
News Service ..... INS
Representative ..... Sears & Ayer
President ..... Bascom H. Hopson
Gen. Mgr., Pgm. Dir. ..... Beatrice Tate Benton
Comm. Mgr. ..... Sam A. Benton
Chief Engineer ..... Glen Nichols

WGYV

GREENVILLE—1948—LBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Greenville Bcstg. Corp.
Business Address ..... P. O. Box 227
Air Time ..... 6 a.m.-10 p.m.
Phone Number 585
Transmitter Location ..... Luverne Highway
News Service ..... AP
Transcription Service ..... World
Representative ..... Continental
Gen., Sta., Comm. Mgr. ..... W. H. Miller, Jr.
Chief Engineer ..... Winton Beaver
Consulting Engineer ..... Claude Gray

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. .... Power: 1000 Watts d.
Owned-Operated By .... Guntersville Bcstg. Co.
Address ..... P. O. Box 32
Phone Number 4131
News Service ..... UP
Transcription Service ..... NBC, Thesaurus
President ..... Trent Moore
Gen., Comm. Mgr. ..... Edward Z. Carrell
Program Dir., News Dir. ..... Ray McClendon
Chief Engineer ..... LaVelle Jackson

WJBB

HALEYVILLE—1949—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .... Haleyville Bcstg. Co.

Address.....P. O. Box 191
Phone Number 389
Air Time.....6 a.m.-11 p.m.
Transmitter Location.....Bear Creek Road
News Service .....UP
Transcription Service .....Capitol
General Manager.....William G. Harris
Commercial Mgr.....Ruth Harris
Program Director.....Larry Brent
Chief Engineer.....William G. Harris

WERH

HAMILTON—1950—LBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.Marion County Bcstg. Co.
Phone Number 120
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Langworth
Station Representative .....McGillvra
Membership .....NARTB
Pres., Gen., Prom. Mgr.....Hugh J. Fite
Commercial Manager.....Charles B. Tucker
Chief Anncr., News Dir.....Johnnie R. Lott
Chief Engineer.....Charles B. Tucker

WBHP

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton.
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
President, Gen. Mgr.....Wilton H. Pollard
Prog., Pub., News Dir.....Grady Reeves
Chief Engineer.....James Potter

WFUN

HUNTSVILLE—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Transmitter Address.....410 W. Holmes St.
Phone Number 2424
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Sears & Ayers
Pres., Gen. Mgr.....J. B. Falt, Jr.
Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Huntsville Times Co.
Phone Number.....2345
Transmitter.....N. Church St.
News Service.....AP
Representative ..... Headley-Reed
General Manager.....John F. Neal
Commercial Manager.....Joe Sims
Pgm., News Director.....Jay Shepherd
Chief Engineer.....Dave Williams

WPBB

JACKSON—1950—KBS-LBS

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
News Service .....AP
Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
Program Director.....Charles Ballas
Chief Engineer.....E. A. Allen

WWWB

JASPER—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long Building
Phone Number 100
Transmitter Location:.....W. 20th St.
News Service .....AP
Executive Director.....James E. Reese
Manager.....Wm. C. Edgemon

WRLD

LANETT—1944—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg., Inc.
Address.....602 Cherry St.
Phone Number 2-2771
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....J. C. Henderson
General Manager.....Paul Reid
Program Director.....Aileen Love
Chief Engineer.....R. R. Magill

WJAM

MARION—1951

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Neely Bcstg. Co.
Address .....Marion
Phone Number 2981
Transcription Service .....Capitol
News Service .....AP
Partners.....L. M. Neely, Sr., Kathleen Neely
General Manager.....L. M. Neely, Jr.
Station Manager.....Erle Hanna

WABB

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number 3-1551
Transmitter.....Eight Mile, Ala.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World
Representative .....Branham Co.
President.....R. B. Chandler
Executive V.P.....W. J. Hearin, Jr.
Sta., Comm. Mgr.....Dewey H. Long
Chief Engineer.....William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
Phone Number 3-3756
Transmitter.....Cochran Bridge Causeway
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President .....W. O. Pape
General Manager.....H. K. Martin
Commercial Manager.....A. Treadway
Program Director.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947—LIBERTY

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....Box 1306
Phone Number 7-6345
Transmitter .....Donald St.
Air Time.....Local sunrise-local sunset
Transcription Service.....SESAC, Langworth
Representative.....Forjoe, Dora Clayton
Membership .....NARTB
General Manager.....Louise P. Pursley
Commercial Mgr.....R. H. Moore
Program Director.....J. T. Jackson
Sales Prom. Mgr.....J. H. Johnson
Publicity Director.....R. H. Moore
Production Director.....Mary L. Lemon
Chief Announcer.....Larry Keith
Chief Engineer.....Gene Miller

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc. Power 1000 W. d.; 500 W. n.
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone Number 2-6789
Air Time.....Unlimited
News Service.....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Gen., Station Mgr.....F. E. Busby
Commercial Manager.....John E. Waller
Publicity Director.....Shirley Rester
Chief Engineer.....Richard M. Cole
Consulting Engineer..Comm. Radio Equipment Co.

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone Number 3-7569
Transmitter Location.....End of Blackburn St.
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
Comm.-Sales Prom. Mgr.....Hoke Williford
Program Director.....Louise Martin
Chief Engineer.....Owen Lehr

WCOV

MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Oper. By.Estate of G. W. Covington, Jr.
Business-Studio Address.....Exchange Hotel
Phone Number 5781
Transmitter .....Narrow Lane Rd.
News Service .....UP
Transcription Service .....Capitol
Representative.....O. L. Taylor Co.
Membership .....NARTB, BAB
General Manager.....Hugh M. Smith
Commercial Manager.....Joe Petrauka
Sales Prom. Mgr.....O. M. Teate
Program Director.....Walter Spiro
News Director.....Ray Hardin
Chief Announcer.....Frank Tucker
Chief Engineer.....W. D. Weatherly
Consulting Engineer.....W. J. Haley

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business-Studio Address..115½ Commerce St.
Transcription Service .....Thesaurus
Representative .....Weed
President.....Joseph G. Mathews
General Manager.....John C. Hughes
Commercial Manager....Herbert A. McLendon
Program Director.....E. Caldwell Stewart
Promotion Manager.....E. J. Duke
Chief Engineer.....A. Fred Wright

WMGY

MONTGOMERY—1946—LIBERTY

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....4 S. Perry St.
Phone 5245
Transmitter Location....E. of Greenwood Cem.
Representative .....Robert Meeker
Membership .....NARTB
President.....Dr. S. D. Suggs
Gen.-Comm. Manager.....Thomas W. Sewell
Sales Prom. Mgr.....Hugh Webb
Program Production Director.....Roberta Frost
News Director.....Felix Robinson
Chief Engineer.....John D. Lamar

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.Montgomery Bcstg. Co., Inc.

Business Address.....P. O. Box 1031
Phone 8360
News Service.....AP
Transcription Service .....World
Representative ..... Headley-Reed
Membership .....BAB
Pres., Gen. Mgr.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....William W. Hunt
National Sales Dir.....Julia Looney
Program Director.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....Bill Smith
News Director.....Marguerite Daniel
Chief Engineer.....Cliff Shelkofsky
Farm Editor.....Wilson Carnes

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230, Sheffield
Transmitter Location..E. 2nd St., Sheffield, Ala.
News Service.....UP
Representative.....Devney & Co.
President.....Frank M. Farris, Jr.
General Mgr.....W. A. Reeves, Jr.
Comm. Manager.....Eulus Whitehead
Program Director.....George Manush
Chief Engineer.....Melvin G. Hunt

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Bus.-Studio-Trans. Address...1400 Auburn Rd.
Phone Number.....712, 713
News Service.....UP
Transcription Service....Thesaurus, Keystone, SESAC
Membership .....NARTB, BAB
Gen., Sta. Mgr.....John C. Cooper, Jr.
Comm., Sls., Prom. Mgr.....E. J. Turk
Program Director.....G E. Snyder
Chief Announcer, News Dir.....Bill Kennedy
Chief Engineer.....John E. Smollen
Consulting Engineer.....Claude Gray

WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Roanoke Bcstg. Co.
Address.....801 N. Main St.
Station Representative .....Clayton
Manager.....J. W. Buttram
Program Director.....John Hodges

WWWR

RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address....Bankhead-Long Bldg., Jasper, Ala.
Phone Number 100
Transmitter Location.....Underwood Rd.
News Service .....UP
President.....Walter W. Bankhead
General Manager.....James E. Reese
Sta., Comm. Mgr.....Hal Kirby
Program Director.....James W. Elliott
Chief Engineer.....Charles G. McLellan

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address .....Box 394
News Service .....AP
Transcription Service .....World
President.....Pat M. Courington
Gen., Comm. Mgr.....Eaton P. Govan, Jr.
Program Director.....Lila Jean Keller
Chief Engineer.....James G. Wallace

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Estate of G. W. Covington
Address.....Birmingham Highway
Phone Number 2746
Air Time.....6 a.m.-11:05 p.m.
Transcription Service .....Capitol
Station Representative.....Hal Holman
Membership .....NARTB
Gen. Mgr. & Chief Engr...John F. Townshend
Sales Prom. Mgr.....John Frazier
Program Director.....Mrs. Marie Luker
Chief Announcer.....Virgil Moore
Consulting Engineer.....T. J. Holey

WHBB

SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....209 Washington St.
Phone Number 1233
Transmitter Location .....Edgewood
President..... .....B. H. Hopson
Gen. Comm. Mgr.....Julien Smith, Jr.
Program Director.....Bill Hoops
Promotion Manager.....Erin Reynolds
Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....P. O. Box 358
Phone Number 2-3281
News Service .....UP
Transmitter Location....527 North Broadway
Air Time.....6 a.m.-11 p.m.
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Chief Announcer.....Conrad Pickren
Chief Engineer.....Maurice Estes
Consulting Engr.....James Stowers

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....11½ W. Second St.
Phone Number 2-4354
Transmitter Address.....Highway 291 N.
Air Time .....5:45 a.m.-Sunset
News Service .....AP
General Manager.....Curtis O. Liles, Jr.
Commercial Mgr.....Howard M. Peters
Prom. Mgr., Pgm. Dir.....Robert M. Duck
Chief Announcer.....Pete McEwen
Chief Engineer.....John F. Norris
Consulting Engr.....Claude M. Gray

WHTB

TALLADEGA—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Bemiston Highway
Phone Number 2205
Air Time.....6 a.m.-10:20 p.m.
News Service.....AP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....R. A. Davidson
Comm., Sls. Prom. Mgr.....Myron T. Snoddy
Program Director.....Alama M. Haynes
Mus. & Production Dir.....Lee Whitehurst
Publicity Director.....Johnny Mack Driskill
Chief Announcer.....Frank Haynes, Jr.
Chief Engineer.....John Lester Fisher
Consulting Engineer.....Claude Gray

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number.....980-1
News Service.....AP
Transcription Service .. ..World
Membership .....NARTB, BAB
President.....J. Roy Crow
Gen. Mgr.....Jess Jorden
Commercial Mgr.....Robert Tolbert
Chief Announcer.....Ace Dudley
Chief Engineer.....Joe W. Gilchrist
Consulting Engineer.....Claude Gray

WJRD

TUSCALOOSA—1936—LBS

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Mrs. Wilhelmina Doss
Bus. Studio Address.....First Natl. Bank Bldg.
Phone Number 4464
Transmitter .....Fayette Hway., Northport
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Owner.....Wilhelmina Q. Doss
Asst. Mgr., Sales Prom. Mgr.....Dick Biddle
Comm. Mgr. .....Lehman Mayer
Pgm., Prod. Dir.....Charles Welsh
Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from Forest Lake
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
General Manager.....Bert Bank
Commercial Manager.....Bob Chisholm
Prom. Mgr., Pgm. Dir.....Neil Lovett
Chief Engineer.....T. H. Todd

ARIZONA

Pop. April 1, 1952 (Est.) 777,000 — Total Housing Units 241,125
Families April 1, 1952 (Est.) 209,000 — Stations in State 27

KSUN

BISBEE—1933—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter .....Warren Rd.
Transcription Service.....World
Representative..Blair & Co., Arizona Network
President.....Carleton W. Morris
General Manager... .....Arlo Woolery
Chief Engineer.....John Harris

KCLF

CLIFTON—1950—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Dwight Harkins Enterprises Inc.
Address .....Box 548
Phone Number 320
News Service .....UP
President .....Dwight Harkins
Gen., Comm. Manager.....Chet Darwin
Chief Engineer.....Frank Toomey

KCKY

COOLIDGE—1948—CBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....SESAC
Representative.....Forjoe & Co.
President.....Louis F. Long
Station Manager.....Bill Parady
Commercial Manager.....Ken Hooker
Publicity Dir.....Daphne Millwee
Chief Engineer.....Wayne Fernyhaugh

KAWT

DOUGLAS—1946—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carl Morris
Phone Number 173
Transmitter Location.....W. of Douglas
Transcription Service .....Capitol
Station Representative.....Paul Raymer
Membership .....NAB
President.....Carleton W. Morris
General Manager.....Glenn B. Webber
Commercial Manager.....Jack Murphy
Program Director.....Jack French

KCLS

FLAGSTAFF—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Phone Number 946
News Service .....AP
Transcription Service .....Langworth
Owner, Gen. Mgr.....Charles J. Saunders
Prog., Prod. Dir.....Dorothy B. Saunders
Chief Engineer.....Charles McNeall

KGPH

FLAGSTAFF—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Address .....Weatherford Hotel
Phone Number 51
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
President.....E. C. Phillippi
General Manager.....A. S. Holm
Program Director.....Mary Phillippi
News Director.....Jack Willis
Chief Engineer.....Alan J. Gardiner

KWJB

GLOBE—1938—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Phone Number.....41
News Service.....AP, INS
Transcription Service.....Standard
Representative.....Paul H. Raymer
President.....Louis F. Long
Sales Prom. Mgr.....Willard Shoecraft
Commercial Manager .....Eric Manola
Prog., Prod. Dir.-Chf. Anncr....Robert Hawkins
Chief Engineer.....Matthew M. Burak
Consulting Engr.....Western Engr. Assn., Inc.

KGAN

KINGMAN—1949—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 1208
Phone Number.....Blue 462
News Service .....UP
President.....J. J. Glancy
Commercial Manager...Kathlene Covarrubias
Chief Engineer.....Donald Cummings

KTYL

MESA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Sun Valley Bcstg.
Address.....P. O. Box 885
Phone Number 5737
Transmitter Location....Mesa-Tempe Highway
News Service .....UP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr.....Dwight Harkins
Commercial Manager.....Lorenzo K. Lisonbee
Program Director.....Jack Harris
Publicity Director.....Dick Gilbert
Chief Announcer.....Ben Smith
Chief Engineer.....William Harrison

KNOG

NOGALES—1948

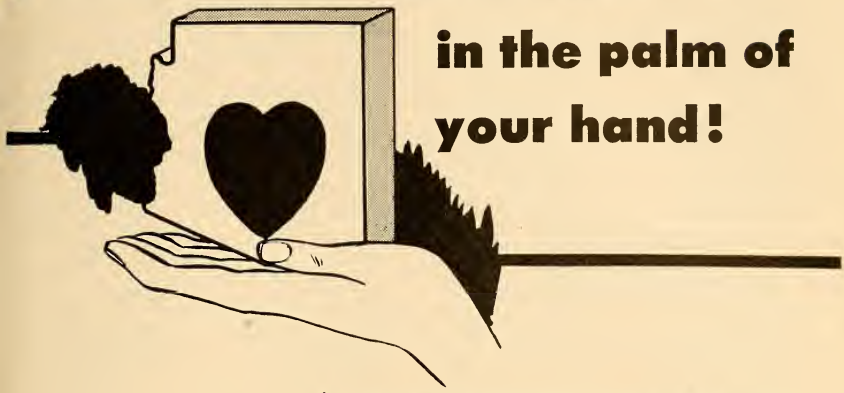
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Border Bcstg. Co., Inc.
Address .....Nogales
Phone Number 770
News Service .....UP
Transcription Service .....World
Representative .....O'Connell
President .....Robert Marcus
General Manager.....Samuel Marcus
Chief Engineer.....Benny Greenhaw

KOOL

PHOENIX—1947
CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number 8-6421
Transmitter.....Chicago & McDowell Rd.
Air Time.....6 a.m.-M.

THE HEART OF ARIZONA . . .



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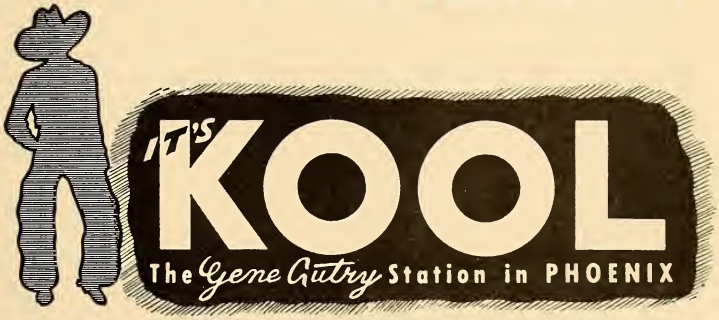
and
OVER A MILLION TOURISTS
in our retail trading area are waiting
for YOUR SALES MESSAGE

ADAMS HOTEL, PHOENIX



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Radio Network of Arizona.

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KCKY, Coolidge
KOPO, Tucson

100% coverage of Arizona's richest area, comprising 75% of the State's population.

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5,000 WATTS DAY and NIGHT 960 KCs

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George P. Hollingbery Co.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NARTB
President .....Gene Autry
Gen.-Station Mgr.....Charles H. Garland
Commercial Manager.....George E. Agnew
Sales Prom. & Asst. Mgr.....Thos. Kelland
Program Director.....Lew Lowry
Prod. Dir.....Warren Chandler
Publicity Director.....Thomas Kelland
News Director.....Frank James
Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....P. O. Box 430
Phone Number 3-6155
Transmitter Location.....1975 S. Central
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Harlan Oakes
Pres., Gen. Mgr.....Frank P. Redfield
Sta. Mgr., Prog. Dir.....Pedro Moraga
Commercial Manager.....John K. Redfield
Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1921—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Program Director.....John R. Williams
Prod. Dir., Chief Anncr.....W. J. Lester, Jr.
Musical Director.....Alfred Becker
News Director.....Paul Gribben
Chief Engineer.....Clifford R. Miller
Consulting Engineer.....Jansky & Bailey

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address.....631 N. First Ave.
Phone Number 4-7367
Transmitter Location....2400 W. Buckeye Rd.
News Service .....AP
Pres., Gen. Mgr.....John C. Mullins
Commercial Manager.....Chas. F. Montano
Program Director.....Francis Murphy
Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Howard M. Loeb
Address-Trans. Loc.....2345 Buckeye Rd.
Phone Number 4-8436
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Station Representative .....Burn-Smith
Gen., Sta. Manager.....Howard M. Loeb
Comm., Prom. Mgr.....Sheldon Engel
Program Director.....Ray Odom
Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Arizona Inc.
Bus.-Studio Address.....1441 N. First St.
Phone Number.....2-2371
Transmitter .....Glendale
News Service.....UP
Transcription Service .....Associated
Owner, Gen. Mgr.....Allerton Cushman
Station Manager.....Jack C. Goodsell
Sales Manager.....Charles E. Schleuter
Program Director.....Herman Ackerman
News Director.....Larry Geraghty
Chief Engineer.....Marvin Edwards

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number 4-4161
Transmitter Location..36th St. & E. Thomas Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Trans. Ser.....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Ch. of Bd.....John J. Louis
Pres., Gen. Sta. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager..John Edwin Miller
Program Director.....Rol Laughner
Publicity Directors...Myron Drake, Bob Pollard
News Director.....John Snow
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....P. O. Box 1631
Phone Number 244
Transmitter.....E. Gurley St.
News Service .....AP
Representative.....Paul H. Raymer

Pres., Gen. Mgr.....Harold Ritter
Program Director.....Roberta M. Pfister
Chief Engineer.....John E. Negley

KGLU

SAFFORD—1938—NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Phone Number 15
Transmitter.....E. Lone Star, Highway 70
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World & Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Pgm., Prod. Dir.....Lester McBride
Sales Prom. Mgr.....Harl Barnett
Commercial Manager.....Edward E. Furman
Chief Announcer.....L. M. Whittaker
Chief Engineer.....Mark H. Webb
Consulting Engineer..Comm. Radio Equipt. Co.

KCNA

TUCSON—1947—ABC

Frequency: 1340 Kc.....Power: 5000 W. d.; 500 W. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....Box 2348
Phone Number 2-4664
Transmitter .....Swan Road
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Representative .....Hollingbery
President .....Erskine Caldwell
General Station Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Program Director.....William K. Rider
Chief Engineer.....Tom Epperson

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
Phone Number 4-0431
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
Chief Owner.....Gene Autry
General-Station Manager.....E. S. Mittendorf
Comm., Sales Prom. Mgr.....S. J. Kossack, Jr.
Pgm. Dir., Chief Announcer.....Gerry O'Brien
Sales Prom. Mgr.....Paul Plunkett
Prod. Dir.....Cliff Stillinger
Publicity Director.....Jane Abbott
News Director.....John McShane
Chief Engineer.....Vernard Cimmyiotti

KTKT

TUCSON—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Transmitter Add...500 W. Elm
Phone Number 3-7549
Air Time.....18 hours daily
Transcription Service .....Lang-Worth
Representative .....Best
Membership .....BAB
President.....Thomas J. Wallace
Gen., Sta. Mgr.....Art Sidelinger
Commercial Manager.....Manny Ornilas
Program Director.....Charles Blower, Jr.
News Director.....Ken Stodder
Musical Director.....Evelyn Gipson
Chief Engineer.....Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone Number.....2-3344
Transmitter.....900 E. Broadway
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, SESAC
Representative .....John Blair
Membership .....NARTB, BAB
Pres. & General Manager.....Lee Little
Business Manager.....Mae C. Matheson
Prog. Dir. & Chief Announcer...Stan Norman
News Director.....Lou Eaton
Music Director.....Peter Tufts
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.. ..48 E. Broadway, P. O. Box 2911
Phone Number.....3-2555
Transmitter Location...10th Ave. & Lee Street
Air Time.....4:55 a.m.-M.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Commercial Mgr.....John C. Underwood, Jr.
Sales Promotion Mgr.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Production Director.....Lowell D. Cable
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw
Consulting Engineer .....Gillette

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Southwestern Bcstg. Co.
Address .....Yuma
Phone Number 3-6222

News Service ..... UP
Pres., Gen. Mgr. ..... Chet Darwin
Commercial Manager ..... Louis Roberts
Program Director ..... Russ Wonnacott
Chief Engineer ..... Frank Hancock

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KOY Bcstg. Co., Inc.
Address ..... P. O. Box 671
Phone 37841
Transmitter Location ..... 699 Ave. B
Air Time ..... 6 a.m.-11 p.m. (7-11 Sun.)
News Service ..... UP
Transcription Service ..... World
Representative ..... John Blair
Membership ..... NARTB
President ..... John Hogg
Gen., Sta. Mgr. ..... William B. Lindsey
Program Director ..... Bob Vache
Chief Engineer ..... Richard J. Smith
Consulting Engineer ..... Cliff Miller

KYUM

YUMA—1940—NBC

Frequency: 560 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Yuma Bcstg. Co.
Business Address ..... 1901 E. 1st St.
Phone Number 3-3305
Air Time ..... 5:30 a.m.-M.
News Service ..... AP
Transcription Service ..... Capitol & Thesaurus
Representative ..... Paul H. Raymer
Membership ..... NARTB
President ..... R. N. Campbell
General Manager ..... Ray C. Smucker
Commercial Manager ..... Roy L. Jorgensen
Sales Prom. Mgr. ..... John P. Carrick
Program Director ..... Bob L. Jones
Production Director ..... Grant Lee
Publicity Dir. ..... Ernie Allen
Chief Anncr. ..... Glenn Edwards
News Director ..... Paul King
Musical Director ..... Henry Alcott
Chief Engineer ..... Leavenworth Wheeler

ARKANSAS

Pop. April 1, 1952 (Est.) 1,907,000 — Total Housing Units 575,698
Families April 1, 1952 (Est.) 519,000 — Stations in State 42

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By .. Arkadelphia Bcstg. Co.
Business-Studio Address ..... 506 Main St.
Phone Number 789
Transmitter Location ..... Old Gordon Hiway
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Hil F. Best
President ..... Cecil W. Cupp
Gen., Sta., Comm. Mgr. ..... J. M. Moore
Pgm., Prod. Pub. Dir. ..... Bill Deaton
News Dir., Chief Anncr. ..... John Riggle
Chief Engineer ..... S. J. Woodworth
Consulting Engineer ..... Earl Cullum

KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... White River Valley Broadcasters, Inc.
Bus., Studio, Transmitter Address .... Glenn St. & Lock & Dam Road, P. O. Box 255
Phone 1112-1113
Air Time ... 5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
Newspaper Affiliation . Batesville News Review
News Service ..... AP
Transcription Service ..... Thesaurus, ASCAP, BMI, SESAC
President ..... Jared E. Trevathan
General Manager ..... Braxton L. Combs
Commercial Manager ..... Larry Blair
Program Director ..... J. Andrew Wright
Chief Engineer ..... William A. Smith

KLCN

BLYTHEVILLE—1921—LBS

Frequency: 900 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Harold L. Sudbury
Phone Number 2093
Transmitter Location ..... E. Highway 18
News Service ..... AP
Transcription Service ..... Langworth
Station Representative ..... John E. Pearson
Pres., Gen., Comm. Mgr. .... Harold L. Sudbury
Sales Promotion Manager ..... J. T. Sudbury
Program Director ..... Ernest Simmons
Farm Editor ..... Don Whitney
Chief Engineer ..... Marion Skinner

KAMD

CAMDEN—1946—MBS-KBS RAZORBACK

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Camden Radio Inc.
Address ..... P. O. Box 5859
Phone Number 6791-2
Transmitter Location ..... S. California St.
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Associated

President.....Walter E. Hussman
General Manager.....Frank O. Myers
Station Mgr. .....David Crockett
Commercial Mgr.....Donald Cathey
Program Director.....W. M. H. Smith
Prog. Dir., Chief Anncr.....Callis Carter
Chief Engineer.....Dorris C. Hunter

KCON

CONWAY—1950—LBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Conway Bcstg. Co.
Address.....Ark. State Teachers Campus
Phone Number 189
Air Time.....6 a.m.-11 p.m.
Transcription Service.....Thesaurus, SESAC
News Service .....UP
Pres., Gen., Sta. Mgr.....James E. Clayton
Sales Promotion Mgr.....Ed McClendon
Program Director.....Muriel Cobb
Chief Engineer.....Herman G. Stermer
Consulting Engineer.....Weldon & Carr

KAGH

CROSSETT—1951

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.Ashley County Bcstg. Co.
Address.....900 Main St.
Phone Number 750
News Service .....AP
Co-Owner.....T. C. Fleet
Co-Owner, Gen. Mgr.....J. H. Fleet
Commercial Manager.....Clifton O. Wilson
Program Director.....Harry G. Howard
News Director.....William McKelver

KDMS

EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....David M. Segal
Address .....Randolph Hotel
Phone Number 3-9190
News Service .....UP
Transcription Service .....World
Representative .....Devney
Pres., Gen. Mgr.....David M. Segal
Sta., Comm. Mgr.....C. E. Siddon
Program Director.....Tom Sansing
Promotion Manager.....M. F. Kissko
Chief Engineer.....Thomas A. Sebaugh

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..Home Finance Bldg.
Phone Number 3-6126
Transmitter Location.....Country Club Colony
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Associated
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....W. N. McKinney
Comm., Sls. Prom. Mgr.....J. R. Duerson
Program Director.....Mrs. D. Pondrom
Prod., Mus. Dir.....Sarah McLarty
Chief Anncr., News Dir.....E. R. Hall
Chief Engineer.....John Long
Farm Editor.....Bill Darland
Consulting Engineer.....Earl Cullum

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address.....922 Leverett St.
Phone Number 862
Transmitter Location.....922 Leverett St.
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....Walker
Membership .....NARTB, BAB
President .....Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr....Fred J. Stevenson
Commercial Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Announcer.....Pat Perrin
News Director.....Dick Evans
Musical Director.....Steve Starwyck
Chief Engineer.....Harold Lindsey
Consulting Engineer.....A. Earl Cullum

KXJK

FORREST CITY—1949—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By...Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
Phone Number 950
Transmitter Location.....4 miles W. of City
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative.Continental Radio Sales
Pres., Gen. Mgr.....William Fogg
Program Director.....Lloyd Denny
Prom. Mgr., News Dir.....Charlie Simms
Chief Engineer.....Walter Smith

KFPW

FORT SMITH—1930—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....232 N. Albert Pike Rd.
Phone Number 4105
Transmitter Location.....Albert Pike & Kelley Highway
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
Vice-Pres., Gen. Mgr.....John Esau
Station Manager.....James P. Walker
Commercial Manager.....L. A. Blust
Program Director.....Larry Nolan
Promotion Manager.....George Ketcham
Chief Engineer.....Willard Kunkel

KFSA

FORT SMITH—1947—ABC

Frequency: 950 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number 3126
Transmitter Location.....3600 Wheeler Ave.
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Jerry Winner
Chief Announcer.....Pat Porta
News Director.....Roy T. Bowman
Chief Engineer.....Robert W. Platt
Consulting Engineer.....Tam Craven

KWHN

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number 8967
Transmitter Location.....5626 Plum St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Rambeau
Secretary-Treasurer.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Pgm., News Dir.....John R. Trotter
Chief Engineer.....Bruce Dennis
Farm Editor.....Dave Bateman
Consulting Engineer.....Weldon & Carr

KHOZ

HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number 1240
Transmitter Location.....Radio City Addition
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
President .....Roy Milum
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm., Sls. Prom. Mgr.....Mel Lynn
Prog., Prod., Pub. Dir.....Bruce C. Washburn
Chief Anncr., News Dir.....Leon Shaddox
Chief Engineer.....Fred E. Ward

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....S. 7th St. Rd.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Sam W. Anderson
Comm., Prom. Mgr.....Bill Bigley
Program Director.....Hugh Smith
Chief Announcer.....Bob Wallace
Musical Director.....Katie Phipps
Chief Engineer.....A. P. Decker
Consulting Engineer.....Silliman & Barclay

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address .....Hope
Phone Number 7-3601
News Service .....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Haskell Jones

KTHS

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 d., 1000 n.
Owned By..Times Pub. Co., Ltd., Shreveport, La.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address....135 Benton Street
Phone Number 1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Chief Announcer.....William S. Bailey
Musical Director.....Wilson Hurst
Chief Engineer.....Cecil L. Suitt

KWFC

HOT SPRINGS—1940—MBS
RAZORBACK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone Number 412-3
Transmitter Location.....Malco Bldg.
News Service .....AP
Representative .....Young
President.....Dr. N. B. Burch
General Manager.....Marvin L. Hull
Commercial Manager.....C. J. Dickson
Program Director.....Vivian Merriott
News Director.....Harvey Stegman
Chief Engineer.....Everett T. Kennedy

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.

Address.....KBTM Building, Jonesboro
Phone Number 5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World-Sesac
Pres., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address .....Hotel Noble
Phone Number 8381
News Service .....UP
Transcription Service .....Associated
Representative.....Sears & Ayer
President.....R. H. Halbert
General Manager.....Dick Crane
Commercial Manager.....Paul Hoffman
Program Director.....Neal Bunn
Promotion Manager.....Charles Quinton
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....Radio Ctr., 114 E. Capitol Ave.
Phone Number.....LD 99
Transmitter Location..Hiway 67, N. Little Rock
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Chmn. of Bd.....T. H. Barton
Gen., Sta. Manager.....T. K. Barton
Comm., Sls. Prom. Mgr.....Julian F. Haas
Pgm., Prod. Dir.....Douglas J. Romine
Publicity Dir.....A. C. Dowden
Chief Engineer.....Dan L. Winn
News Director.....Robert L. Kemp
Farm Editor.....Robert L. Buice
Consulting Engineer.....Earl Cullum

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1,000 Watts d., 500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....306 W. 3rd St.
Phone Number 27-9166
Transmitter Location...Cantrell Rd. and L St.
Air Time .....Unlimited
Station Representative.George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Virginia Ewing
Chief Announcer.....Al Pickworth
Chief Engineer.....V. O. Vandusen
Consulting Engineer.....George Davis

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....P. O. Box 550
Phone Number.....2-5427-8; 2-1492
Transmitter Location.....Memphis Highway
Air Time.....5 a.m.-M.
Newspaper Affiliation.....Arkansas Gazette
News Service.....AP, UP
Transcription Service .....Standard
Representative.....O. L. Taylor Co.
Membership .....NARTB, BAB
President.....J. N. Heiskell
Gen., Sta. Mgr.....W. V. Hutt
Commercial Manager.....R. J. Myers
Sls. Prom. Mgr., Pub. Dir.....Oscar Alagood
Prog., Prod. Dir.....Harris Owen
News Director.....Mark Weaver
Musical Director.....Robert Parker
Chief Engineer.....Kermit F. Tracy
Consulting Engineer.....George C. Davis

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio Address.....Box 2659
Phone Number 5-5321
Studio Address....Southern Nat'l Insur. Bldg.
Transmitter Location.....Faulkner Lake Rd.
News Service .....UP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....R. M. Saxon
General Manager.....Leonard Coe
Station Manager.....Glen H. Robertson
Sales Prom. Mgr.....James A. Gatens
Prog., Prod. Mgr.....Frederick H. Schmutz
News Director.....Bill Crews
Chief Engineer.....Dale Mahurin
Consulting Engr....Commercial Radio Equip't.

KXLR

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number 2-2155
Transmitter Address.....Cotton Belt Bldg.
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President.....John F. Wells
Gen., Sta. Manager.....Emil J. Pouzar
Commercial Manager.....Melton Lancaster
Program Director.....Roy Nichols
News Director.....Bobbie Forster
Chief Engineer.....Earl H. Butler

AP SELLS

For Stations and Sponsors—

For instance . . . KLRA

"Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power—once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

W. V. HUTT,
General Manager,
KLRA, Little Rock, Arkansas

KVMA

MAGNOLIA—1948—KBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone Number 630
Transmitter Location....2.2 Mi. N. Magnolia
News Service .....AP
Transcription Service .....World
President.....Joe F. Rushton
General Manager.....Richard Tuck
Comm. Mgr., Pgm. Dir.....Lowelle Langley
Chief Engineer.....Ray Wells

KDAS

MALVERN—1951—LBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Phone Number 1584
Transcription Service .....World
Representative .....Devney
President.....David M. Segal
Sta., Comm. Mgr.....Robert Choate
Program Director.....Jack Ridgeway
Chief Engineer.....Fred Parks

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Reene St.
Phone 878
Transcription Service .....Standard
News Service .....UP
Representative .....Continental
Owner Manager.....R. B. Bell
Chief Engineer.....O. D. Frederick

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address .....Newport
Phone Number 749
News Service .....UP
President.....C. W. Craft
General Mgr.....Dick Wiethan
Commercial Mgr.....Gene Howe
Chief Engineer.....J. C. Clayton

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....Hiway 61 S.
Phone Number 860
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, BAB
President.....H. F. Ohlendorf
General, Station Mgr.....Ted Woods
Commercial Manager.....Betty G. Woods
Pgm. Dir., Chief Anncr.....Murray Schroger
Chief Engineer.....H. M. Jones
Consulting Engineer.....Silliman & Barclay

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Business Address .....Box 491
Phone Number 627
Transmitter .....Tower Drive
Air Time.....6 a.m.-10 p.m.
News Service .....AP
President .....Ted Rand
Station Manager.....Ray Dexter
Business Manager.....T. M. Self
Sales Promotion Mgr.....Doyne Bateman
Program Director.....Ray Dexter
News Director.....Russell Schwamb
Chief Engineer.....Joe Nearns
Consulting Engineer .....Holey

KCLA

PINE BLUFF—1947—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Phone Number 1900
Transmitter Location.....2900 West 28th
Air Time.....6 a.m.-11 p.m.
News Service .....AP
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir., Chief Engineer.....Charles Penix
Consulting Engineer.....George Davis

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....505½ Main St.
Phone Number 721
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Asst. & Prom. Mgr.....R. W. Etter
Commercial Manager.....Joe L. Wallace
Program Director.....Lois Sloan

KPOC

POCAHONTAS—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Phone 500
Transcription Service .....Thesaurus
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President.....A. J. Baltz
Gen., Sta., Comm. Mgr.....Adrian L. White

Sales Promotion Manager.....Jim Risner
Prog., Prod., News Dir.....Walt Lawson
Musical Director.....Jack Wilson
Chief Engineer.....Roy Forrester

KXRJ

RUSSELLVILLE—1947—MBS-KBS RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Valley Broadcasting, Inc.
Address .....Russellville
Phone Number 299
Transmitter Location .....Russellville
News Service .....AP
Owner, Gen. Mgr.....C. R. Horne
Commercial Manager.....L. L. Bryan
News Director.....Morris Leming
Pgm. Dir., Chf. Engr.....W. C. McKenney

KWCB

SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
Phone Number 1281
News Service .....AP
Transcription Service.....SESAC, Thesaurus
Pres., Gen. Mgr.....Carl N. Dodd
Program Director.....John Baker
Sales Manager.....Don P. Jones
Chief Engineer.....Homer Harris

KUOA

SILOAM SPRINGS—1923—MBS RAZORBACK

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone Number 77
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....John E. Brown, Sr.
Exec. Vice-Pres.....Storm Whaley
Manager .....Dick McCartney
Program Director.....Ralph Kennedy
Chief Engineer.....Cecil E. Smith
Consulting Engineer.....A. Earl Cullum

KBRS

SPRINGDALE—1949—ABC RAZORBACK

Frequency: 1340 Kc...Power: 250 Watts d., n.
Owned-Operated By.....Southwest Pub. Co.
Address .....Box 29
Phone Number 675
Transmitter Location.....Hwy. 71 North
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative .....Pearson
President.....Donald W. Reynolds
Gen., Sta. Mgr.....Randall L. McCarrell
Prog. Dir., Chf. Anncr.....Jerry Bidle
Production Director.....Rex Parnell
Publicity Director.....Sally Phillips
News Director.....Bill Dickson
Chief Engineer.....Dalton Sanders

KWAK

STUTTGART—1948 MBS—KBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....Box 271
Phone Number 842
Transmitter Address.....1818 S. Buerkle
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Bill Wells
Program Dir.....June Spann
Chief Engineer.....Frank Newberry
Consulting Engineer.....John Mullaney

KOSY

TEXARKANA—1951—MBS

Frequency:' 790 Kc.....Power: 1000 Wattts d.; 500 Watts n.
Owned-Operated By.....Gateway Bcstg. Co.
Address .....Wadley Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Partners.....Dr. W. Decker Smith, Joe Davis
General Manager.....Tom E. Dillahunty
Commercial Manager.....Herman Cecil
Program Director.....Ray Whitworth
Chief Engineer.....Chas. Mathis

KRLW

WALNUT RIDGE—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southern Baptist College
Address.....P. O. Box 67
Phone Number 980
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Best
President.....Dr. H. E. Williams
Gen. Mgr., Chf. Engr.....Earl Hodges
Program Director.....Bill Nicholson

KWEM

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KWEM Inc.
Business-Studio Address.....229 Broadway
Phone Number 463
Transmitter Location.....Highway 70
News Service .....UP
President.....E. D. Rivers, Jr.
Vice-Pres.....William H. Keller

CALIFORNIA

Pop. April 1, 1952 (Est.) 11,170,000 — Total Housing Units 3,608,644
Families April 1, 1952 (Est.) 3,507,000 — Stations in State 137

KCNO

ALTURAS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 1247
Phone Number 2531
News Service .....UP
Transcription Service.....Standard, Capitol, SESAC
Pres., Gen. Mgr.....Chester J. Stuart
Comm., Prom. Mgr.....Philip N. Good
Program Director.....Ruth Hudson
News, Farm Director.....Chas. Reinhart
Chief Engineer.....Ralph S. Click

KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....Diamond H Ranch
Phone 1178
Pres., Gen. Mgr., Chief Engr.....Charles E. Halstead, Jr.

KBIG

AVALON—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd.
Phone Number .....HE 3205
News Service .....UP
Pres., Gen., Sta. Mgr., Chf. Engr....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Consulting Engineer.....George P. Adair

(*See Page* 348)

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number.....464-21
Transmitter.....Cor. Niles Rd. & Morning Dr.
News Service .....UP
Transcription Service .....Capitol
Representative.....W. S. Grant
Membership .....NARTB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Glenn Rinker
Commercial Mgr.....Clint Johnson
Production Dir. .....Bob Blake
Prog., Pub. Dir., Sls. Prom. Mgr...Naum Healy
Chief Announcer .....Harl Mannes
Musical Director.....Bill Elliott
Chief Engineer.....Ted Froming
Farm Editor.....Jimmy Thomason
Consulting Engineer.....Ron Oakley

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 d.
Owned-Oper. By.....Marmat Radio Co.
Studio Address.....957 Oak St.
Phone 21465
Transcription Service.....Capitol, Associated, SESAC
News Service .....UP
General Manager.....James L. McDowell
Commercial Manager.....Paul La Riviere

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Transmitter Location....Oak and Ming Streets
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
News Editor.....Gerald Smothers
Technician .....Luverne Shatto
Farm Editor.....D. L. Flickenger
Consulting Engr.....George C. Davis

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett & Albert De Young
Business-Studio Address....1420 Truxton Ave.
Phone Number 44548
Transmitter Location.....17th & Eye Sts.
News Service .....UP
Transcription Service.....Standard, World
Representative .....Avery Knodel
Membership .....NARTB, BAB
President.....Paul R. Bartlett
Vice-President.....Gene DeYoung
Commercial Manager.....Ed Urner
Program Director.....Kenneth Croes
Publicity Director.....Rudy Von Toble
Chief Announcer.....George Day
News Director.....Bob Elias
Chief Engineer.....Bob Richardson
Consulting Engineer..Craven, Lohnes & Culver

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number 8-8157

Transmitter Location.....307 E. 21st St.
News Service .....UP
Transcription Service .....Thesaurus
Station Representative..George P. Hollingsbery
President.....F. G. R. Schamblin
General Manager.....L. A. Schamblin
Pgm., Dir. Comm. Mgr.....C. C. Sturm
Prom. Mgr., News Director.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pass Bcstg. Co.
Address.....4425 Ramsey St.
Phone Number 515
Transcription Service .....World
Representative.....Gene Grant, Donald Cook
Pres., Gen., Sta., Comm. Mgr.
C. A. Bill Humbert
Chief Announcer.....Lou Gillespie
Chief Engineer.....Montran Babcock

KWTC

BARSTOW—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Business Address.....Box 697
Phone Number 4001
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
President.....W. T. Brown
Station Manager.....Harry S. White
Program Director.....Jim Harvey
Musical Director.....Tom Parke
Chief Engineer.....Bill Biggs

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....6 a.m.-12M.
News Service .....AP
Membership .....NARTB, BAB
Transcription Service .....Standard
Pres., Gen. Sta. Mgr.....Arthur Westlund
Comm., Prom. Mgr.....Don Hambly
Program Director.....Les Avery
Consulting Engineer.....Commercial Radio

KYOR

BLYTHE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated.....Bcstg. Corp. of America
Business-Studio Address .....Riverside
Phone Number 2231
Transmitter.....2 Mi. W. of Blythe, Hiway 60
President.....W. L. Gleeson
Gen., Comm., Prom. Mgr.....George Flansburg
Pgm., News, Farm Dir.....Joe Kinser
Chief Engineer.....Lewis E. Smith

KROP

BRAWLEY—1946—LIBERTY

Frequency: 1300 Kc.....1000 Watts d., 500 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address .....Box 238
Representative .....Scott, Young
President.....W. L. Gleeson
General Manager.....John Chandler
Program Director.....Trudy Ruane
Chief Engineer.....Drew Walker

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number 918
President.....Charles R. Love
General Mgr.....W. A. Geddes
Comm. Mgr.....Don Gillette
Chief Engineer.....James Coin

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address .....336 Broadway
Phone Number 2378
Transmitter.....Hooker Oak & Madrone Aves.
News Service .....UP
Transcription Service .....Standard
Representative .....Gene Grant
President, Gen. Mgr.....Mrs. Hugh McClung
General Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Jack Mitchell
Chief Engineer.....Russell B. Pope

KXOC

CHICO—1948—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOC, Inc.
Address-Trans. .....Radio Lane
Phone Number 3200
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard, Associatd
Representative .....Pearson, Western
Membership .....BAB
President .....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Donald J. Quinn
Prog., Prod., Pub. Dir.....Neil McIntyre
Chief Engineer.....E. W. Berger

KBMX

COALINGA—1950

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By....Pleasant Valley Radio Co.

Address .....Box 715
Phone 136
Transcription Service.....Lang-Worth, SESAC
News Service .....UP
Partner, Pres.....Benjamin M. Bowman
General Manager.....Rea B. Bowman
Program Director.....Faye M. Bowman
Chief Engineer.....Don Daniels

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned.....American Pacific Bcstg. Co.
Business Address.....Box 111
Phone Number 1370-1-2
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Membership .....NARTB, BAB
Representative .....McGillvra
Pres., Gen. Mgr.....Elmer J. Buckrum
Sta., Comm. Mgr.....Mary Buckrum
Sls. Promotion Mgr.....Chuck Ferguson
Program Director.....Cliff Miller
Chief Announcer.....Bob White
Musical Director.....Mary Hercer
Chief Engineer.....Don Kerr
Farm Editor.....Hal Corwin
Consulting Engineer.....Ron Oakley

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 577
Phone Number 3061
News Service .....AP
Co-Owner.....John K. Perry
Co-Owner, Gen. Mgr., Pgm. Dir..Robert E. Grey
Chief Engineer.....Howard E. Plaschka

KCHJ

DELANO—1951

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles Herman Johnes
Address.....P. O. Box 262
Phone 8676
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr., Chief Eng..Charle H. Johnes
Promotion Manager.....Marshall Colo
Program Director.....Jean J. Johnes
Farm Director.....Bob Colo

KRDU

DINUBA—1946—LIBERTY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....110 N. L. St.
Phone Number 500
Transmitter Location.Bet. W. Dinuba & Reedley
News Service .....AP
Pres., Gen., Sta. Mgr.....Egon A. Hafer
Program Director.....Harold Sparks
Chief Announcer.....Jim Bailey
Chief Engineer.....Russ Friend

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number 1100
Transmitter-Studio Location.....South 4th St.
Air Time .....Unlimited
News Service .....UP
Newspaper Affiliation..Imperial Valley Pub. Co., Brawley News Pub. Co., Indio Date Palm
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....Paul A. Jenkins
Gen., Sta. Mgr., Pub. Dir...Richard T. Sampson
Commercial Manager.....Belle Hovey
Prom. Mgr., Farm Editor.....Douglas Fishel
Program Director.....Mary Francisco
Chief Announcer.....Norman Germani
Chief Engineer.....Stanley Tetley

KHUM

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By.....Carroll R. Hauser
Address .....Vance Hotel
Phone Number 3900
Transmitter Location..Murray St. at Railroad
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Pearson, Western Radio, Tracy Moore
Gen., Sta., Comm. Mgr.....Carol R. Hauser
Prog., Prod., Publ. Dir.....Bill Steis
Mus. Dir., Chief. Eng.....Dean Elliott
Farm Editor.....Frank Smith
Consulting Engineer.....Everett Dillard

KIEM

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....Radio Center, E. Sixth St.
Transmitter.....Eureka Inlet, Humboldt Bay
Phone Number 4000
News Service .....UP
Transcription Service.....World, Associated
Representative .....John Blair
Membership .....NARTB, BAB
President, Manager.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Paul Corbin
Chief Engineer.....King Larry

KDAC

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Mendocino Bcstg. Co.
Address.....2100 East Oak St.
Phone Number 5671
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President .....Edward Mertle
Gen. Mgr., Chief Eng.....Craig N. Smith
Consulting Engineer.....Commercial Radio

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
Transmitter.....Van Ness & Alluvial Aves.
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NARTB, BAB
President .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Exec. Sec., Promotion Manager....Eldora Roth
Program Director.....Ed Ropolo
News Director.....Bob Weakley
Chief Engineer.....Elbert Dean
Consulting Engineer.....A. D. Ring

KFRE

FRESNO—1946—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Transmitter Location.....Monson
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Paul R. Bartlett
Assistant Manager.....Keith L. Mealey
Director of Sls. Svce.....Harry H. Burnum
Program Director.....Ed J. Frech
Chief Announcer.....Robert Harris
News Director.....Noyes Alexander
Chief Engineer.....K. L. Mealey
Farm Editor.....Wally Erickson
Consulting Engineer..Craven, Lohnes & Culver

KGST

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By...Delle Broadcasting Co.
Address .....Farmer's Market
Phone Number.....6-6526 and 4-5459
Transmitter Location...Church & Hughes Sts.
Air Time.....6 a.m.-Sunset
News Service .....UP
Station Representative.....Forjoe & Co.
Commercial Manager.....Morris Mindel
Chief Engineer.....Milton Gerloff

KMJ

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Phone Number 3-6277
Transmitter Location.....Kerman, Calif.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Manager.....Joe Tomes
News Editor.....Joe Drilling
Chief Engineer.....William N. Wallace
Farm Editor.....Ed Sturgeon

KYNO

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO, The Voice of Fresno
Address .....Hotel Fresno
Phone Number 2-4163
Transmitter Location.....Barton Ave.
Air Time.....5 a.m.-12M.
News Service .....UP
Representative .....Hollingbery
Membership .....BAB
President .....Robert Schuler
General, Sta. Manager.....L. E. Chenault
Commercial Manager.....Leslie Daggett
Program Director.....Leo Goldman
Publicity Director.....Jack Grady
News Director.....Hap Haggard
Musical Director.....Bob Clare
Chief Engineer.....Bert Williamson

KIEV

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
News Service .....UP
Transcription Service .....Standard
President.....David H. Cannon
General Mgr.....Cal Cannon
Chief Engineer.....Vern Schumann

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Hanford Sentinel & Journal

DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy – DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM

1313 North Vine Street Hollywood 28, California

Thousands

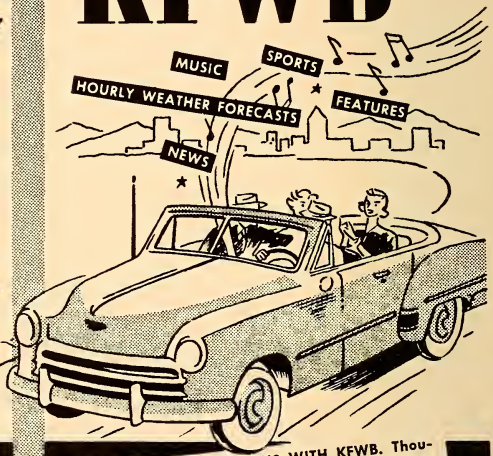
OF SOUTHERN CALIFORNIANS

TURN TO
KFWB
KFWB gives you Everything... while you're doing everything you want to do!

at your fingertips
980

Drive Safely...
Drive with Pleasure..
while Tuned to the Easy Listening Station

KFWB



YOU GET A BIG BONUS WITH KFWB. Thousands of *Southern California motorists set their radio dial to 980 for enjoyable easy listening which has made KFWB a leader in the second Largest Market in the nation.

*There are more automobiles than homes in Southern California.

Represented Nationally by
BRANHAM COMPANY

For Easy Listening...it's **KFWB** 980 on the dial

—THE HEART OF HOLLYWOOD

Business Address.....P. O. Box 620
Phone Number 620
Air Time.....5 a.m.-M.
Studio & Trans ...4 Mi. E. Hanford Hgway. 198
Newspaper Affiliation.....Hanford Sentinel, Hanford Journal
News Service .....INS, UP
Transcription Service.....Standard, World,
Representative .....O'Connell
Gen. Mgr., Chief Engr.....Don C. Reeves
Program Dir.....E. C. Balthis

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By...KFWB Broadcasting Corp.
Business-Studio Add....6419 Hollywood Blvd.
Phone Number.....HE 5151
Transmitter....5775 W. Jefferson, Los Angeles
Air Time .....Unlimited
News Service.....AP, UP
Station Representative .....Rambeau
Representative.....William G. Rambeau Co.
Pres., Gen., Sta. Mgr.....Harry Maizlish
Commercial Manager.....Sydney Gaynor
Prog., Prod. Dir.....Dan Russell
Publicity Director.....Sydney Yallen
Chief Announcer.....Joseph Yocam
News Director.....Albert Gordon
Chief Engineer.....Harry Myers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....HIllside 0201
Transmitter.....Washington & Oak Sts., L. A.
News Service.....UP
Transcription Service .....Muzak
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Commercial Manager.....Marvin Briggs
Prod., Publ. Dir.....Gilbert T. Verba
Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Transmitter Location.....Soto & Indiana Sts.
News Service.....INS, UP
Representative.....Adam J. Young, Jr.
Membership .....NARTB
President.....Mrs. Dorothy Schiff
Exec. V.P. & Sta., Gen. Mgr....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....C. G. Renier
Publicity Director.....Mickey Freeman
News Director.....Ed Lyon
Musical Director.....Roc Hillman
Dir. of Engr.....R. W. Conner
Consulting Engr.....Craven, Lohnes, Culver

KREO

INDIO—1946—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstg. Corp. of America
Address .....Riverside
Phone Number 6290
Air Time.....17 hrs.
Representative .....Scott, Young
Membership .....NARTB
Pres., Gen., Mgr.....William L. Gleeson
Station Manager.....Raymond F. Goodwin
Chief Announcer.....Clifford Lantz
Chief Engineer.....James Tracewell

KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone 1000
Transcription Service.....World, SESAC
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Commercial Manager.....H. L. Comstock
Program Manager.....James Turner
Chief Engineer.....James French
News, Farm Editor.....Ray Cloud

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 8-0628
Transmitter Studio.....1.8 Mi. N.W. of Lodi
News Service .....UP
General Manager.....Herbert W. Brown
Station Mgr.....David A. Brown
Commercial Manager.....Dedah M. Corlett
Prog., Music Dir.....Marlene Faszer
Production Director.....Harry Eden
Chief Announcer.....Jack DeVault
Chief Engineer.....Howard Martineau
Consulting Engineer.....George Sampson

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
News Service .....UP
Transcription Service..Standard, Lang-Worth
Representative .....Burns-Smith
Pres., Gen. Mgr., Pgm. Dir.....Hal G. Nichols
Promotion Manager.....Robert Lamb
Comm. Mgr., Chief Engr.....L. W. McDowell

The BIG NEWS in Southern California radio is NEW

KBIG

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice . . . salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts . . . WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG or your Robert Meeker office for full details.

General Offices:

6540 Sunset Blvd.,
Hollywood 28, Calif.

Studios in Avalon and Hollywood

* Source on request

KGER

LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone Number 467-907
Transmitter.....Atlantic & Olive, Hynes
News Service .....AP
Transcription Service.....SESAC, Cole
Membership .....NARTB, BAB
President.....Dr. John E. Cole
General Manager.....Storm Whatley
Sta., Comm. Mgr.....Clinton H. Fowler
Sales Promotion Mgr.....Dick Walsh
Program Director.....Irene Cook
News Director.....Finis Bell
Musical Director.....Peter Slack
Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—1929

Frequency: 790 Kc.....Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone Number.....HUdson 2-3141
Transmitter Location..2951 Fairfax Ave., L. A.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative.....ABC Spot Sales
Membership .....BAB
President.....Robert E. Kintner
General Manager.....Frank Samuels
Station Manager.....Francis H. Conrad
Commercial Manager.....Amos Baron
Promotion Manager.....John Hansen
Program Director.....Bud Edwards
Production Director.....Dresser Dahlstead
Publicity Director.....Virginia West
Chief Announcer.....Dresser Dahlstead
News Director.....Frank La Tourette
Chief Engineer.....Philip G. Caldwell

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Dunkirk 4-1231
Transmitter Location...3725 Chesapeake Ave.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated, SESAC
Membership .....NARTB, BMB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Prod., Pgm. Dir.....Howard Rhines
Pub. Dir.....Jack Becknell
News Director.....Murray Boggs
Chief Announcer.....Howard Rhines
Musical Librarian.....Grace Sperry
Chief Engineer.....Ron Oakley

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
Transmitter Location.....Buena Pk.
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative .....Edw. Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Earle G. Anthony
Gel. Sls. Mgr.....Haan J. Taylor
Sales Prom. Mgr.....Ronnie Manders
Dir. Public Services.....Charles E. Hamilton
Program Director.....Pat Kelly
Chief Announcer.....George Dvorak
News Director.....Pat Bishop
Co-Chief Engineers.....H. L. Blatterman, Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone Number.....Dunkirk 8-2345
Transmitter Location.....Lynwood, Calif.
Air Time.....6 a.m.-2-a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Program Director.....Carl Brewster
News Director.....Gene Thornock
Chief Engineer.....Leonard Reeves

KHJ

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..Thos. S. Lee Enterprises, Inc.
Address.....1313 N. Vine St., Hollywood
Phone Number.....HUdson 2-2133
Transmitter Location.....Venice Blvd.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription .....World
Representative .....John Blair
Membership .....NARTB, BAB
President.....Willet H. Brown
Exec. Vice-Pres.....Ward D. Ingrim
Vice-Pres. Sales.....Norman Boggs
Sales Prom. Mgr.....H. H. Sonnenburg
Program Director.....A. J. LaFrano
Publicity Director.....Bud Coulson
News Dir., Farm Editor.....Les Mawhinney
Musical Dir.....Harry Zimmerman
Chief Engineer.....Robert Arne

KMPC

LOS ANGELES—1927—LIBERTY

Frequency: 710 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By...The Goodwill Stations, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....HOllywood 9-5341
Transmitter Location.....North Hollywood
Air Time.....5:00 a.m.-M.
News Service .....INS, UP
Representative .....H-R Representattives
President .....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Loyd C. Sigmon
Sales Mgr.....Tom Frandsen; National Sales Mgr., Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Rela.....John Baird
Sales Prom. Mgr., Pub. Dir..John R. Gillingham
Chief Announcer.....Howard Flynn
News Director.....Jim McCulla
Musical Director.....Jerome Sybilrud

KNX

LOS ANGELES—1924—CBS (RADIO) COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 9-1212
Transmitter Location.....Torrance, Calif.
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Spot Sales, CBS
General Manager.....William D. Shaw
Sales Manager.....Edwin W. Bucka'ew
Sales Prom. Mgr.....Sherril W. Taylor
Program Director.....George W. Allen
Production Director.....Allen Botzer
Publicity Director.....Lloyd Brownfield
News Director.....Jack Beck
Musical Director.....Lud Gluskin
Chief Engineer.....Les Bowman
Farm Editor.....Robert Wilson

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....TRucker 7111
Transmitter Location.....1050 Montecito Drv.
News Service .....INS
Transcription Service.....World, SESAC
Membership .....NAB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....519 E. Elm
Phone Number 2-2396
Transmitter Location..Laurellan Rd., District 10
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Commercial Mgr.....C. Greenman
Program Director.....Lois Carroll
Chief Announcer.....Lloyd Hogue
News Director.....Phil Smith
Chief Engineer.....Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430, 1804
Transmitter Location....Lake Rd., Merced Cty.
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....A. J. Krisik
Sales Prom. Mgr.....Rod O'Hara
Publicity Director.....Vicki Daly
Chief Announcer.....M. R. Beavers
Musical Director.....Hugh Murray
Chief Engineer.....Russell Pope
Consulting Engineer.....Kear & Kennedy

KBOX

MODESTO—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Stanislaus County Bcstrs. Inc.
Address.....1507 10th St.
Phone Number 6624
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....Cecil Lynch
Commercial Manager.....John Boyer
News Director.....John Witherspoon
Chief Engineer.....Carl W. Pendergraft

KMOD

MODESTO—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941

Phone 3838
Transmitter Location.....Orangeburg Ave., Old Oak Road
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Meeker (N. Y.), Moore (L. A.), Western Radio (San Fran.)
Pres., Gen., Sta. Mgr.....John H. Schacht
Comm., Sls. Prom. Mgr.....Judd Sturtevant
Prog., Prod., Publ., News Dir.....Gene D'Accardo
Chief Announcer.....Charley Packard
Musical Director.....Mrs. Mary di Fant
Chief Engineer.....Pete Onnigian
Consulting Engineer.....McIntosh & Inglis

KTRB

MODESTO—1933

Frequency: 860 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Norwegian Ave.
Phone Number 774-5
Studio-Transmitter.....Norwegian Ave.
Air Time.....4:45 a.m.-2 a.m.
News Service.....INS, UP
Transcription Service.....Lang-Worth, Cole, Standard
Representative.....W. S. Grant
Membership .....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Comm., Sls. Prom. Mgr.....Lee Roddy
Prog., Prod., Pub. Dir.....Milt Hibdon
Chief Announcer.....Don Lapan
News Director.....Charlie McEwen
Musical Director.....Gene Stephens
Chief Engineer.....William H. Bates, Jr.
Farm Editor.....Leonard Anderson
Consulting Engineer.....Gautney & Ray

KMBY

MONTEREY—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Monterey Bcstg Co.
Business Address.....Hotel San Carlos
Phone Number 2-4541
President .....Kenyon Brown
General Manager.....S. M. Aston
National Sales Manager.....Sam H. Bennett

KWSD

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street
Phone Number 2124
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Station Representative..Western, Continental, (E. Coast), Tracy Moore (L. A.)
Membership .....NARTB
President .....Vernita Adler
General Manager.....Arthur Adler
Station Manager.....David H. Rees
Program Director.....Iola Huntingdon
Chief Engineer.....Donald F. Keys

KVON

NAPA—1947—LIBERTY

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Address.....P. O. Box 427
Phone Number 6-2023
Air Time.....6:45 a.m.-10:45 p.m.
News Service .....UP
Transcription Services.....World, Associated
Representative.....Forjoe, West Coast Radio
Pres., Gen. Mgr.....Luther E. Gibson
Station Manager.....Elmer L. Gibson
Program Director.....Martha Walker
Chief Engineer.....Dave Wortman

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time .....6 a.m.-M.
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Sales Promotion Mgr.....Jerome De Saxe
Program Director.....Jerry Morton
Commercial Manager.....J. Milton Seropan
Musical Director.....Kinney Ralph
Prod. Dir., Chief Anncr.....Mark Gerstle
Publicity Director.....Georgia Crampton
News Director.....John K. Chapel
Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520 8th Ave.
News Service .....UP
Transcription Service .....Standard
Representative.....Ra-Tel Repre., Inc.
President.....Sheldon F. Sackett
Gen., Sta. Mgr.....Alan L. Torbet
Commercial Manager.....Jack Grant
Program Director.....Russ Coglin
News Director.....William Winter
Chief Engineer.....Paul Leake

KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Warner Bros. Radio, Inc.

Business-Studio Address.....327 22nd St.
Phone Number.....Higate 4-1212
Transmitter Location.....327 22nd St.
Air Time .....Unlimited
News Service.....UP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB
President, Gen. Mgr.....S. W. Warner
Station Manager.....F. Wellington Morse
Program Directcr.....Jeane K. Fisher
Musical Director.....Sam Watts
Chief Engineer.....Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.....627-54
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
News Service.....UP
Transcription Service .....Associated
Representative .....O'Connell, Western
President.....Mrs. Jerene Appleby Harnish
General Manager.....Herb Olson
Commercial Manager.....J. Neale Burns
Program Director.....Hal Morelli
Publicity Director.....Marjorie Rogers
News Director.....Tom McGlowry
Musical Director.....Art Viall
Chief Engineer.....Floyd Hall

KMOR
OROVILLE—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....P. O. Box 1032
Phone Number 1340
News Service .....UP
Transcription Service .....Thesaurus
President .....J. Steventon
Gen. Mgr., Pgm., News Dir....Roy D. Swanson
Prom., Comm. Mgr.....William Talbitzer
Chief Engineer.....William Cronan

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone Number.....2253
Studio, Transmitter Location.....Radioasis
Air Time.....6:45 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Joseph E. Gamble
Commercial Manager.....Ort J. Lofthus
Program Director.....Dorothy Fanning
Chief Announcer.....Paul Grannis
News Director.....Phil Stone
Musical Director.....Pat Barbera
Chief Engineer.....Robert Harbison
Consulting Engineer.....N. Vincent Parsons

KIBE
PALO ALTO—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....James Blaine Rhodes
Address.....498 University Ave.
Phone Number.....Davenport 3-1341
Transmitter.....E. Palo Alto
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Jay B. Rhodes
Prog., Prod. Dir., Chief Anncr...Robert Seaman
Chief Engineer.....Paul S. Farrelle
Consulting Engineer.....Paul Leake

KALI
PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone Number.....RY 1-7149
Transcription Service .....Associated
Representative .....Schepp-Reiner
President .....Henry Fritzen
Vice-President .....Jack Reeder
Secy.-Treas.....Charles T. Hughes

KWKW
PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone Number.....Ryan 1-6744
Air Time .....Unlimited
News Service.....UP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir., Chief Anncr.....Bill Garr
Publicity Director.....Clair Hughes
News Director.....Bill Garr
Chief Engineer.....Paul W. Spargo

KXLA
PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location.....El Monti
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....World, Associated
President-Gen. Sta. Mgr.....Loyal K. King
Pgm. Dir.....Dick Scofield
Chief Anncr.....Carl Saunders
Musical Dir.....Cliff Stone
Chief Engineer.....Jack Reader
Farm Editor.....Dr. LeRoy Smith

KPRL
PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Hen y Hacker
Business Studio Address...Radio Station KPRL
Phone Number 204
Transmitter Location... ....32nd & Oak Sts.
Transcription Service.....Standard
Representative.....W. S. Grant
President.....Leslie Henry Hacker
Commercial Mgr... .....Jack B. Wasson
Gen. Mgr., Chief Engineer....Dale Schwartz

KAFP
PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Petaluma Bcstrs., Inc.
Address .....Box 480
Phone 2-7255
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen. Manager.....V. A. L. Linder
Commercial Manager.....M. E. Linder
Prog., Prod., Prom. Dir.....Wm. A. Exline
Chief Announcr., News Dir.....Ted Kenessey
Musical Director.....Bob Bishop
Consulting Engineer.....Forrest Hughes

KECC
PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business Address.....235 Railroad Ave.
Phone Number 2-2964
Transmitter Address.....Collinsville
Air Time .....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....W. S. Grant
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Program Manager.....Ted Mermod
News Director.....LaSelle Gilman
Chief Engineer.....Wm. P. Grether
Consulting Engineer.....McIntosh & Englis

KPMO
POMONA—1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....Dean H. Wickstrom
Business-Studio Address.....1240 E. Holt St.
Phone Number.....Lycoming 2-1293
News Service .....UP
President.....Dean H. Wickstrom
Station Manager.....Wally Seidler
Chief Engineer.....Donald Kerr

KTIP
PORTERVILLE—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....J. F. Tighe
Business-Studio Address..Newcomb & Grand Ave., P. O. Box 1312
Phone Number 1450
Transmitter Location.....Newcomb Ave.
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Cook, Grant
Membership .....NARTB
Gen., Sta. Mgr.....Frank Robinson Brown
Chief Engineer.....Allan Weaver
News Editor.....Kenneth Clifford, Jr.

KBLF
RED BLUFF—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tehama Bcstg. Co.
Studio-Business Address.....346 Oak St.
Phone Number.....354
Transmitter Location.....E. Red Bluff
Representative .....Tracy Moore
Pres., Chf. Engr., Gen. Mgr....Arvo Haapanen

KVCV
REDDING—1938—MBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By..Golden Empire Bcstg. Co., Inc.
Address.....Box 717, Merced
Phone Number 1646
Transmitter Location.....2 miles NE City
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant Co.
President.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Promotion Manager.....Robert Hoskins
Pgm., Prod. Dir.....Lyle Mathys
Publicity Director.....Frances Bruce
Chief Announcer.....Vincent Lambert
News Director.....Charles Castor
Musical Director.....Ted Dooley
Chief Engineer.....Russ Pope

KPRO
RIVERSIDE—1941—KBS-LBS

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Broadcasting Corp. of America
Business Address.....P.O. Box 987
Phone Number.....Riverside 6290
Studio-Transmitter.....3401 Russell St.
News Service.....AP, INS
Transcription Service.....World, Capitol
Representative .....Scott, Young
President-General Mgr.....W. L. Gleeson

KCRA
SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 5000 W. d.; 1000 W. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....1010 11th St.
Phone Number.....Gilbert 2-0758

Transmitter Location....Route 3, Box 1213 A
Air Time.....6 a.m.-12M.
News Service.....UP, AP
Transcription Service.....World
Representative .....Robert Meeker
President-General Mgr.....Ewing C. Kelly
Commercial Manager.....John Dupell
Sales Prom. Manager.....Frank McMinn
Program Director.....Earl Russell
Production Director.....Jean Hanley
Publicity Director.....Irma Davis
Chief Announcer.....John Kuhlman
News Director.....Hal LaFoon
Chief Engineer.....Herbert Hartman
Consulting Engineer.....Jansky & Bailey

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone Number.....Gilbert 3-1745
Transmitter Location.....Pleasant Grove
News Service.....UP, AP
Transcription Service.....Capitol, Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Commercial Mgr.....Perry Nelson
Publicity & Promotion.....Louise Schultz
Program Manager.....Richard S. Burdick
News Editor.....Victor Blanks
Music Librarian.....Herbert Harrison
Chief Engineer.....Stam Sronce
Consulting Engineer.....George C. Davis

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....Gilbert 2-0758
Transmitter Location.....3402 65th St.
News Service.....INS, UP
Transcription Service.....Associated
Representative .....Avery-Knodel
General Manager.....Clyde F. Coombs
Prom. Mgr., Pgm. Dir.....William H. Blackburn
News Director.....Henry Thornley
Chief Engineer.....William Karpisek

KXOA

SACRAMENTO—1945—MBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Phone Number.....Hickory 9-3576
Transmitter Location..N. Sacramento Freeway
News Service.....UP
Represent.....J. E. Pearson, West. Radio Adv.
President .....Lincoln Dellar
General Manager.....Robert W. Dumm
Program Director.....Dean Seaton
Chief Engineer.....Ewald Berger

KSBW

SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone Number 8071
Studio-Transmitter .....Laurel Dr.
News Service.....AP
Transcription Service .....Capitol
Representatives.....Burn-Smith, Western
Membership .....NARTB
Gen., Sta. Mangaer.....John C. Cohon
Commercial Manager.....W. M. Oates
Sales Prom. Manager.....Neal Edmondson
Program Director.....Ross Taylor
Production Director.....Gary Ferlisi
Chief Engineer.....Herbert J. Hanes

KCSB

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By....San Benardino Valley Bcstrs.
Studio-Bus. Transmitter Address...770 Mill St.
Phone Number 8-2245
News Service .....AP
President.....Mrs. Essie Binkley West
Pgm. Dir., Prom. Mgr.....Charles Bennett
Chief Engineer.....Dean Kiner

KFXM

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business-Studio Address.....512 Fifth St.
Phone Number.....4761
Transmitter Location.....S. "E" St.
Air Time .....5:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative .....John Blair
President.....J. Clifford Lee
General Manager.....Gene W. Lee
Commercial Manager..... Don S. Cummings
Sales Prom. Mgr.-Pub. Dir.....Lowell Smith
Program Director.....Evelyn Fagin
Prod., News Direc.....John Harder
Chief Announcer.....Jim O'Leary
Chief Engineer.....George Ewing
Consulting Engineer..Comm. Rad. Equipt. Co.

KITO

SAN BERNARDINO—1947—ABC PACIFIC REG.

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KITO, Inc.
Address.....569 Fourth St.
Phone Number 7807
Transmitter Location.....1416 E. Baseline
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative .....Hollingbery

Pres., Gen., Sta. Mgr.....J. J. Flanigan
Commercial Manager.....Charles Foll
Pgm., Prod. Dir.....Arnold Benum
Chief Anncr., News Dir.....Bob Van Roy
Musical Director.....Betty Jean Doop
Chief Engineer.....Richard Klitzing
Farm Editor.....Fred Reinhardt
Consulting Engineer.....Owen Ford

KRNO

SAN BERNARDINO—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone Number.....8-2771
Air Time.....6 a.m.-M.
News Service .....AP
Representatives.....Tracy Moore, Cooke
President, Comm. Mgr.....James W. Gerrard
General Manager.....Norman H. Rogers
Program Director.....Robert Stone
Special Events.....Cy Smith
Chief Announcer.....John Staples
News Director.....Charles Palmer
Chief Engineer.....George W. Brock

KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Charles E. Salik
Business-Studio Address.....Hotel Manor
Phone Number.....Jackson 4103
Transmitter Location...62nd & El Cajon Blvd.
Air Time .....Unlimited
News Service.....UP
Transcription .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Charles E. Salik
Commercial Manager.....Graham H. Moore
Sales Prom., Publ. Mgr.....Regina Bess
Program Director.....Grady Edney
Prod. Dir., Chief Anncr.....Robert Regan
News Director.....Richard Boynton
Musical Director.....Wanda Pierce
Chief Engineer.....Charles J. Sherburne
Consulting Engineer.....Silliman & Barclay

KFMB

SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Jack Gross Bcstg. Co.
Bus.-Studio Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Grantville
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World, SESAC
Representative.....The Branham Co.
Membership .....NARTB
Chairman of the Board.....John A. Kennedy
General Manager.....Howard L. Chernoff
General Sales Manager.....W. O. Edholm
Commercial Manager.....Hobby Myers
Executive Editor.....Paul W. White
Sales Prom., Pub. Rel.....Lisle F. Shoemaker
Chief Engineer.....Thornton Chew

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Franklin 6353
Transmitter Location.Emerald Hills Golf Course
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....Thomas E. Sharp
Manager.....John C. Merino
Chief Engineer.....Leroy Bellwood

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World
Representative .....John Blair
President.....Willet H. Brown
Gen., Comm. Mgr.....Wilt Gunzendorfer
Program Director.....Matt Long
Chief Engineer.....Joe Kline

KSDO

SAN DIEGO—1947—LBS

Frequency: 1130 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Transmitter Location.....5240 Ward Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
V.P.-General Manager.....Jack Heintz
Pgm. Dir.....Wilson Edwards
Publicity Dir.....B. J. Knox
Chief Engineer.....Vern Milton

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location....Rigel & Dalbergia Sts.
News Service .....AP
Transcription Service.....Associated
Representative .....Forjoe
President, General Manager.....Fred Rabell

V.P., Comm. Mgr.....Gordon Studebaker
Prom. Mgr., Pgm. Dir.....Dorothy Johnson
Chief Engineer.....Norman Burwell

KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number.....State 4-6291
Transmitter Location.....14808 Lassen St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol
Pres., General Mgr.....F. J. Smalley, Jr.
Commercial Manager.....Howard P. Gray
Program Director.....Allan W. McKee
Chief Engineer.....Jay Rice

KCBS

SAN FRANCISCO—1912—CBS-Radio

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By...CBS Radio Division Inc.
Address.....Palace Hotel
Phone Number.....YUkon 2-7000
Transmitter Location.....Alviso
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
President (CBS).....Frank Stanton
Vice-Pres. & Gen. Mgr.....Arthur Hull Hayes
Sales Director.....Jules Dundes
Promotion Manager....Howard Luck Gossage
Program Director.....Fred Ruegg
Publicity Director.....William Cullenward
News Director.....William Nietfeld
Chief Engineer.....Alan Cormack
Farm Editor.....Gordon Roth

KFRC

SAN FRANCISCO—1924
MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address..1000 Van Ness Ave.
Phone Number.....Prospect 6-0500
Transmitter Location.....1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service World
Representative.....John Blair
V.P.-Gen. Sta. Mgr.....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
News Director.....Al Berglund
Chief Engineer.....E. G. Underwood

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number....Exbrook 2-6544; Greystone 4-6565
Transmitter Location.....Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative.....ABC Spot Sales
Membership.....NARTB
President (ABC)..... Robert E. Kintner
General-Station Manager.....Gayle V. Grubb
Commercial Manager.....Alan Johnstone
Sales Prom.-Pub. Dir.....Gordon Grannis
Program Director.....Keith Kerby
Chief Announcer.....Tony Morse
News Director.....Vic Reed
Musical Director..... Phil Bovero
Chief Engineer.....A. E. Evans

KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....UP, INS
Transcription Service...Standard, MacGregor, Lang-Worth, Associated, Capitol
Representative.....Headley-Reed
Membership.....NARTB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Address.....420 Taylor St.
Phone Number.....GRaystone 4-8700
Transmitter Location.....Belmont
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership.....NAB, BAB
President (NBC).....Joseph H. McConnell
Gen., Sta. Mgr.....Lloyd E. Yoder
Asst. Gen. Mgr.....George Greaves
Commercial Manager.....Alfred W. Cropsey
Sales Promotion Manager.....Dean Morley
Program Director.....Paul Speegle
News, Pub. Dir.....John Thompson
Chief Announcer.....Hal Wolf
Chief Engineer.....Curtis Peck

KSAN

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.

Trans. Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Air Time..... 6 a.m.-M.
News Service .....UP
Membership .....NARTB
President.....S. H. Patterson
Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
Pgm. Prod. Dir.....Clint Sherwood
Chief Announcer.....Bill Frost
News Director.....Frank Arthur
Chief Engineer.....Norwood Patterson

KYA

SAN FRANCISCO—1926—LBS

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..Palo Alto Radio Station, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
Transmitter Location.....Candlestick Pt.
News Service.....UP
President .....Elroy McCaw
General Manager.....Jock Fearnhead
News Director.....Arthur Primm
Chief Engineer.....Paul Beck

KSJV

SANGER—1947—LBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Sanger Co.
Business-Studio Address.....P. O. Box 247
Phone Number.....Sanger 2501
Transmitter.....4½ Mi. NE of Sanger
News Service .....UP
Transcription Service .....World
Representative .....Lee O'Connell
President.....Earl J. Fenston
General Manager.....Julian J. Nielson
Asst. Mgr., Prog. Dir., Farm Editor.....David Camp
News Director.....Walter J. Novell
Chief Engineer.....Russell Friend

KEEN

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Cypress 4-0344
Transmitter ....Wayne Ave. & Oakland Hgy.
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....W. S. Grant
President.....George M. Mardikian
Genl. Mgr.....Floyd Farr
Commercial Mgr.....Bob Blum
Program Dir.....George Snell
Chief Engineer.....Bill Green
Farm Editor.....Glenn Dunham
Consulting Engineer.....George Adair

AP SELLS

For Stations and Sponsors—

For instance . . . KLX

"AP news is a top factor in making KLX the most listened-to independent in America's No. 7 market."

GLENN S. SHAW,
Manager,
KLX, Oakland, California

Here is the finest building of its kind in America.

It is the brand new home of Northern California's oldest radio station . . . and the area's leading independent . . . KSFO, and of San Francisco's pioneer television station . . . KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future . . . faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.

KPIX CHANNEL 5

REPRESENTED BY THE KATZ AGENCY
affiliated with CBS and DuMont Television Networks

KSFO 560 KILOCYCLES

REPRESENTED BY HEADLEY-REED COMPANY

Van Ness Avenue at Greenwich • San Francisco

KSFO

SAN FRANCISCO—1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..The Associated Bcstrs., Inc.
Bus.-Studio Address..Van Ness at Greenwich
Phone Number.....Prospect 6-6200
Transmitter Location....Islias Creek, Pier 92
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Wesley I. Dumm
V.P.-Gen. Mgr.....Philip G. Lasky
Commercial Mgr..... John G. Campbell
Sales Promotion Mgr.....Kay Mulvihill
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy
Consulting Engineer..Universal Research Labs

KLOK

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....P. O. Box 967
Phone Number.....Cypress 3-3445
Transmitter Location.....King Rd. at Aborn
News Service.....AP
Representative .....Pearson
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO

SAN JOSE—1946—LBS

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number..... Cypress 3-8030
Transmitter-Studio Loc.....Story and Lucretia
Air Time .....Unlimited
Newspaper Affiliation.....Les Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....World
National Sales Mgr.....Harold H. Hoffman
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Charles F. Mallory
Commercial Manager..Richard W. O'Donnell
Pgm.-Prod. Dir.....Norman Paul
Publicity Director.....Jan Jervis
Chief Engineer.....Robert Webb
Consulting Engineer.....E. C. Page

KXRX

SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
Phone Number.....Cypress 2-5080
Studio-Transmitter.....Bayshore Hiway
Air Time.....24 hrs.
News Service .....UP
Representative.....Western Radio Sales, Tracy Moore
Membership .....NAB
President-Gen. Mgr.....Joe E. Levitt
Sta., Commercial Mgr.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Chief Announcer .....Jack Lund
Musical Director.....Eileen Hamilton
Chief Engineer.....Frank Glass

KATY

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....San Luis Bcstg. Co.
Address .....Carpenter Bldg.
Phone Number 3171
News Service .....UP
Representative .....Western
Partner.....Morden R. Buck
Partner, Gen. Mgr.....John R. Rider
Commercial Manager.....D. D. MacLeod
Pgm., Farm Dir.....Chap Rollins
News Director.....Joe Doran
Chief Engineer.....James H. Eaken

KVEC

SAN LUIS OBISPO—1937
MBS-DON LEE

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Christina M. Jacobson
Business Address.....851 Higuera St.
Phone Number.....1100-1
Transmitter Location.....Highway One
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership .....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen., Sta. Mgr.....Les Hacker
Commercial Manager.....Joe Shuttleworth
Publ., Music. Dir.....Hugh Harling
Prog., Prod. Dir., Chf. Annor...Arthur Hapgood
News Director.....Les Hacker
Chief Engineer.....Dale Schwartz
Consulting Engineer..Craven, Lohnes & Culver

KEAR

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....Bay Radio, Inc.
Business-Studio Address.....811 "B" St.
Phone Number.....Di. 4-2594
Transmitter Location.....Bayshore Highway
News Service .....UP
President.....Stephen A. Cisler
V.P. & Gen. Mgr.....Howard J. Smiley
Chief Engineer.....Douglas F. Mariska

KVSM

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hugh H. Smith
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-2541
Transmitter Location..Third Ave. at Seal Creek
Air Time.....Local sunrise-local sunset
News Service.....INS, UP
Transcription Service.....Cole
Representative .....Walker
President.....Hugh H. Smith
Gen., Sta. Mgr.....Gilbert L. Bond
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone Number.....San Rafael 1510
Transmitter Location....College Ave., Kentfield
News Service .....UP
President.....Roy A. Brown
Vice-President.....Hugh E. Turner
Commercial Manager.....Clifford A. Trotter
Program Director.....Pete Miller

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....105 E. 5th St.
Phone Number.....Kimberly 3-8321
Studio Transmitter....12531 E. Willowwick Dr.
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Capitol, MacGregor
Representative .....Pearson
Pres., Gen. Mgr.....Ernest P. Spencer
Station Manager.....Deane S. Long
Commercial Manager.....Donner P. Spencer
Sales Prom. Mgr.....Carol Jean Young
Program Director.....George M. Dewey
Chief Announcer.....George Swift
Pub., News Dir.....Art Sipherd, Jr.
Chief Engineer.....Stanley G. Guenther
Consulting Engineer.....Jay Tapp

KDB

SANTA BARBARA—1921—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lincoln Dellar
Business-Studio-Transmitter .....Radio Square
Phone Number 4131
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Various
Representative .....Western, Blair
President .....Lincoln Dellar
General Manager.....Colin M. Selph
Program Director.....Fred Hall
Publicity Director.....Peggy Walker
News Director.....Bob Byrne
Musical Director.....Lou Stumpo
Sports Editor.....John McCormick
Chief Engineer.....Robert Carter

KIST

SANTA BARBARA—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number 3981
Transmitter Location.....725 State St.
Air Time.....5:45 a.m.-12:15 a.m.
News Service .....UP
Representative.....George P. Hollingbery
Membership .....BAB
Pres., Gen. Mgr.....Harry C. Butcher
Sales Promotion Mgr.....Michael J. McKeogh
Chief Announcer.....Gordon Stafford
Prog.-Pub. Director.....Mary Ann Casey
Musical Director.....Jose Medina
Prod. Dir.....Al Staas
Chief Engineer.....Ray Kubly
Consulting Engineer.....Ring & Ring

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....New-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 3911
Transmitter Location .....Goleta
Air Time.....6:30 a.m.-11:30 p.m.
Newspaper Affil...Santa Barbara News-Press
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Vice-President.....Charles A. Storke
Station-Comm. Manager.....Al Albinger
Sales Promotion Mgr.....Emerson Kimball
Prog., Prod., Music. Dir.....Ed Sprague
Publicity Director.....Cliff Badger
News Director.....Al Sanders
Chief Engineer.....Ed Shedd
Farm Editor.....Tommy Kleveland
Consulting Engineer.....T&T Measurements

KDON

SANTA CRUZ—1935—LBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Salinas Newspapers, Inc.
Business Address.....137 W. Alisal St.
Phone Number 6451
Transmitter Location.....Palm Beach
Air Time.....6 a.m.-Mid.
Newspaper Affiliation....Salinas Californian
News Service .....UP
Transcriptions Service.....World, Cole
Representative .....Forjoe
Membership .....NARTB, BAB

President.....Merrit C. Speidel
General., Sta. Mgr.....Gilbert Baymiller
Pgm.-Prod.-Publ. Dir.....Orel Phillips
Commercial Mgr.....Lawrence B. Butler
Chief Engineer.....Omer Wright

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number 1080
Transmitter Address.....Portola Drive & Corcoran Lagoon
News Service ....AP
Transcription Service.....Standard, Thesaurus
Mng. Part.-Gen. Mgr.-Chief Engr. Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number 5-2644
Transmitter Location.....N. Blosser Rd.
News Service .....AP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Partners.....Thomas M. Storke, Charles A. Storke
General Mgr.....J. W. Benes
Program Director.....Bobbie Lee Davis
News Director.....Bryant Smith

KSMA

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....James M. Hagerman, John I. Groom
Address.....P. O. Box 736
Phone 5-2582
Transmitter Location....510 W. Morrison St.
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....World
Partners...James M. Hagerman, John I. Groom
Consulting Engineers.....Gale Brady & T. & T. Measurement Service

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc....Power: 5000 Watts d.
Owned-Operated By.....KOWL, Inc.
Address.....Pico at Ocean
Phone Number.....Exbrook 4-6761
Transmitter Location.....11637 Charnock Rd., Los Angeles
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Associated
Membership .....BAB
Pres., Gen. Mgr.....Arthur H. Croghan
Pgm. Dir., Chief Anncr.....Paul Snyder
Chief Engineer.....John Morecroft

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....Santa Paula
Phone Number 940
Transmitter.....112 N. Middle Rd.
President, Gen. Mgr.....C. Harvey Haas
Prom., Comm. Mgr.....Ace Martin
Chief Engineer.....Bob Funnell

KSRO

SANTA ROSA—1937—LBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Bus.-Studio Address...Corner Fresno & Finley
Phone Number 110
Transmitter Location.....Finley St. & Fresno
Air Time.....6:30 a.m.11 p.m.
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
President.....Mrs. Ruth Finley
General-Station Manager.....Charles P. Scott
Sls. Prom. Mgr., Prog., News Dir...Al Pearson
Chief Engineer.....Verne Hassett

KROG

SONORA—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Mother Lode Bcstg. Co.
Business Address.....P. O. Box 996
Phone Number.....426
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service..... Standard, SESAC
General Manager.....Ken Randolph
Chief Engineer.....Clayton Coldwell

KGDM

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Transmitter Location.....Highway 99
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President-Gen. Mgr.....E. F. Peffer
Station-Commercial Mgr.....E. Smith
Program Director.....M. Humphreys
Publicity Director.....E. Flower
Chief Engineer.....J. T. Kelley

KSTN

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By....San Joaquin Bcstg. Co.

Business Address.....Hotel Clark
Phone Numbe: 4-7338
Air Time.....Unlimited
Transmitter Address.....Ralph Ave.
News Service.....UP
Representative .....Hollingbery
Membersh'p .....NARTB, BAB
President .....Knox LaRue
General Manager.....D. M. Greene
Prog:am Director.....Ellis Lind
Program Director.....Ray Golden
Chief Engineer.....Carl McGee

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address.....612 E. Market St.
Phone Number 5-5728
Transmitter Location.....Weber and E Sts.
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Howard L. Bailey
Program Manager.....James E. Longe
Chief Engineer.....Frank Nesmith

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address.....Hotel Stockton
Phone Number 4-7313
Transmitter Location.....Beyer Lane
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson, Western
Membership .....BAB
President .....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Grant Pollock
Sales Promotion Manager....Daren McGavern
Prog., News Dir.....Homer Van Derwerker
Prod., Publ. Dir.....Shirley Stabler
Chief Engineer.....Ewald Berge:

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Nolan Hallowell,
James E. McKahan
Business Address.....P. O. Box 610
Trans. Address..Chestnut & Weatherlow Sts.
Phone Number.....2020
Air Time .....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Capitol, World
Representative .....Tracy Moore
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Nolan Hollowell
Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
Program Director.....Wm. E. Cruse
Prod., Music. Dir.....Dale Dwelley
Chief Anncr., Engr.....Harold C. Houston
Traffic Manager.....Gwen W. Waltz
Consulting Engineer.....Howard Martineau

K T K R

TAFT—1948—LBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone Number 5-3101
Studio-Transmitter Address....1 mi. W. of Taft
Air Time.....7 a.m.—local Sunset
News Service.....UP
Pres., Gen., Sta., Comm. Mgr...Kenneth Aitken
Comm., Sls. Prom. Mgr.....Earl Greer
Chief Anncr., News Dir.....Jack Smith
Musical Director.....George Tschumy
Chief Engineer.....Kenneth Aitken

K C O K

TULARE—1945—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Herman Anderson
Business Address.....P. O. Box 119
Phone Number.....6-2866-7
Studio-Transmitter Location.....Mooney Blvd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative.....W. S. Grant Co.
Membership .....NARTB, BAB
President .....Herman Anderson
General Manager.....Sheldon Anderson
Commercial Manager.....Stan Simpson
Sales Prom. Mgr. (National)....Homer Griffith
Sales Prom. Mgr. (Local)....J. Alan Rinehart
Prog. Dir., Farm Editor.....Jean Hixson
Prod., News Dir., Chf. Anncr.....Art Brock
Musical Director.....J. Alan Rinehart
Chief Engineer.....Don Ferguson
Consulting Engineer.....Sheldon Anderson

K T U R

TURLOCK—1949—LBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 526
Phone Number.....Turlock 43430, 45827
Transmitter Location.....Quincy Road
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....O'Connell
President .....Wallace Lindskoog
General Manager.....H. Ansell McMillen
Program Director.....David Wisner
News Director.....Don Burns
Chief Engineer.....Maxon Sayre

K U K I

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bartley T. Sims

Address.....P. O. Box 638
Phone 1400
Air Time .....Unlimited
Representative.....Western; Tracy Moore
Transcription Service .....Standard
News Service .....AP
Pres., Gen. Mgr.....Bartley Sims
Commercial Manager.....Louis DuMoulin
Program Director.....John Olivera
Publicity Director.....Margurite Sims
Chief Anncr., Farm Editor.....John Franklin
News Director.....Grover Gent, Jr.
Chief Engineer.....Stanley Ryno
Consulting Engineer.....Paul E. Leake

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Calif. Nev. Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone Number.....3-5667
News Service .....UP
Representative.....Western, Tracy Moore
General Manager.....David McKay
Station-Commercial Mgr.....Ralph Stillings
Chief Announcer.....Hal Engebretson
Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....P. O. Box 1611
Phone Number.....Miller 3-8675
Transmitter.....San Pedro & Allesandro Sts.
News Service .....UP
Program Director.....Dana Marble
General Manager.....Harry Engel
Sales Prom. Mgr.....Jack Powell
Chief Engineer.....Donald Brown
Farm Editor.....Ed Walden

KVVC

VENTURA—1947—LBS

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County
Business Address.....P.O. Box 1411
Phone Number.....Miller 3-6185
Transmitter Location.....Mills Rd.
Air Time.....6 a.m.-M.
Representative.....W. S. Grant
Membership .....BAB
President.....Wm. H. Haupt
Station Manager.....Roland B. Vaile
Chief Engineer.....Charles Farmer

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KKIN, Inc.
Business Address .....P. O. Box 1589
Phone Number 4-5811
Studio Address.....Hotel Johnson
Transmitter Location.....McWilliams Lane
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative .....Forjoe
Pres., Gen. Mgr.....Lyman Treaster
Comm.-Sales Prom. Mgr.....Albert Blain
News Director.....Don Warren
Chief Engineer.....Lyman Treaster

KWSO

WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone 2145
Transcription Service .....Lang-Worth
News Service .....UP
President.....E. J. Peters
General Manager.....Theodore G. Heinrichs
Sales Prom. Mgr.....Ed. Eldsen
News Director.....Don Rodewald
Chief Engineer.....Edward Robertson
Program Dir.....Bob Bann
Consulting Engineer.....Bernard Associates

KHUB

WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Patrick H. Peabody
Business Address.....Atkinson Lane
Phone Number 4-5641
Studio-Transmitter Location.....Atkinson Lane
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hoffman
President.....Patrick H. Peabody
General Manager.....Hal E. Chase
Program, Farm Director.....Don Smith
News Director.....Ford Warner
Chief Engineer.....James Howard

KSYC

YREKA—1947—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone Number 624
Air Time.....6:45 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World
Representative .....Tracy Moore
Membership .....NARTB
President.....E. G. Millbourn
General Manager.....Holt C. Wardrip
Station Manager.....Jack A. Mitchell
Commercial Manager.....Thomas G. Moran
Chief Engineer.....Bill Maginnis
Chief Announcer.....D. M. Comstock
Consulting Engineer.....Grant Fickert

KUBA

YUBA CITY—1947—LIBERTY

Frequency: 1600 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Business Address.....Hotel Marysville
Phone Number 3-7309
Transmitter Location..Sanborn Rd., Sutter Co.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....W. Coast Radio Sales, Western
President.....Chester V. Ullom
Gen., Station Manager.....Roger R. Hunt
Commercial Manager....Clyde L. Goodnight
Sales Promotion Mgr.....Lloyd Klemp
Program Director.....Bill Noethens
News Director.....Dan Brown
Chief Engineer.....John J. Rolih

COLORADO

Pop. April 1, 1952 (Est.) 1,381,000 — Total Housing Units 438,297
Families April 1, 1952 (Est.) 401,000 — Stations in State 32

KGIW

ALAMOSA—1929—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address..... P. O. Box 179
Phone Number 26
Transmitter Address.....East of Alamosa
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Keystone, SESAC
President-General Mgr.....E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir.....Lloyd Allen
Sales Prom. Mgr.-Farm Ed.....Charles Dynes
Chief Engineer.....Bill Brokaw

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address.....1617 Pearl St.
Transmitter Location.....E. Pearl St.
Air Time.....7 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Herb Hollister
General Manager.....Russel Shaffer
Commercial Manager.....Gene Palm
News Dir.....Bob Butz
Program Director.....C. O. Allen
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone Number 1100
Transmitter Location....1615 Central Avenue
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service.....Keystone, Cole
Pres.-Gen. Sta. Mgr.....Ray M. Beckner
Program Director.....G. C. Underhill
Chief Announcer.....Art Brink
Chief Engineer.....W. D. Wells

KRDO

COLORADO SPRINGS—1947 COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Alta Vista Hotel
Air Time.....6:00 a.m.-M.
News Service .....AP
Transcription Service...Standard, Lang-Worth, Thesaurus
Representative .....Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Joseph H. Rohrer
Station Manager.....Paul Crozier
Commercial Manager.....Harry Hoth
Production Director.....Robert Fitzmorris
Prog., Musical Dir.....Jean Gitz
Chief Anncr., News Dir.....Wes Bradley
Prod. Dir., Chief Engr.....Robert Fitzmorris
Consulting Engineer.....McNary-Wrathall

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Address.....800 Exchange Natl. Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated & World
Representative .....Raymer Co.
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr.....J. D. Russell
Sls. Prom., Prod. Mgr.....Cecil Seavey
Program Director.....Isabell McClung
Publicity Director.....Meredith Williams
News Director.....Hal Bumpus

Musical Director.....Pat Henry
Chief Engineer.....H. C. Strang
Consulting Engineer.....E. C. Page

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Business Address.....So. of Craig
Phone Number 707-8
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Membership .....BAB
President.....G. N. Winder
General Manager.....George Cory
Station Manager.....Dale G. Moore
Commercial Manager.....George Norvell
Program, News Dir.....Dick Fuss
Chief Engineer.....Charles S. Price

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.Aladdin Radio & TV, Inc.
Business-Studio Address..Shirley-Savoy Hotel
Phone Number.....MAin 4271
Transmitter Location.....Engelwood, Colo.
Air Time.....6 a.m.-M.
News Service.....AP, INS.
Transcription Service.....Standard, Capitol
Representative .....Katz
Membership .....NARTB, BAB
President.....Harry E. Huffman
General Manager.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Sales Prom. Mgr., Pub. Dir....John Connors
Program Director.....Charles C. Roberts
Production Director.....Clayton Bragg
News Director.....Sheldon Peterson
Musical Director.....Arthur Gow
Chief Engineer.....Harvey E. Wehrman

KMYR

DENVER—1941—LIBERTY COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Address.....Security Life Bldg.
Phone Number .....MAin 4161
Transmitter Location.....Ruby Hill, 1601 W. Jewell
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Station Representative...Keenan & Eichelberg
Membership .....NARTB, BAB
President.....F. W. Meyer
Station Manager.....A. G. Meyer
Commercial Manager.....Ed Koepke
Pgm., Prod. Dir.....Lowell Switzer
News Director.....Dick Leonard
Chief Announcer.....Gene Amole
Chief Engineer.....Glen James

KTLN

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTLN
Address.....Park Lane Hotel
Phone Number.....RAce 4636
Transmitter Location..3200 S. Platte Riv. Dr.
Air Time.....4:30 a.m.-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....Radio Reps., Inc.
Owner .....Leonard Coe
General Manager.....John L. Buchanan
Commercial Manager.....Dean Jarvis
Sales Promotion Mgr.....Jim Buchanan
Program Director.....Jack Helling
Production Director.....Con Schader
Chief Anncr., News Dir.....Rich Fromke
Chief Engineer.....O. E. Kelley

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Add...Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location.....No. of Denver
Air Time.....5:30 a.m.-12M.
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
Membership .....NARTB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Sales Prom. Mgr.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service..Thesaurus & Associated
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
President (NBC).....Joseph H. McConnell
Gen.-Sta. Mgr.....Charles C. Bevis, Jr.
Commercial Manager.....Duncan A. McCall
Sales Promotion Manager.....C. M. Penley
Program Manager.....Earle C. Ferguson
Publicity Director.....William R. Day
Production Supervisor.....Wm. G. Walker
Musical Director.....Eddy Rogers
Asst. Mgr. Chg. Engineering..Robert H. Owen

KFEL

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Transmitter Location.....5350 W. 20th St.
Air Time.....24 hrs.
News Service .....INS
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB, BAB
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Mgr.....W. H. Conklin
Sales Promotion Mgr.....Kennie MacDowd
Prod., Pgm. Dir.....Dale Morgan
Musical Director.....Nancy Breve
Chief Announcer.....Ronald J. McCoy
News Director.....Jack L. Fitzpatrick
Farm Editor.....Gus Swanson
Chief Engineer.....T. G. Morrissey
Consulting Engineer.....Comm. Radio

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 799
Phone Number 117
Transmitter Location.....3 Mi. S. of City
News Service .....UP
Transcription Service.....SESAC, Thesaurus, Lang-Worth
Representative .....Holman Co.
General Manager.....R. E. O'Brien
Commercial Manager.....T. Ralph Bennett
Promotion Manager.....Lindsey Becker
Prog.am Director.....Don Hoover
News Director.....Pat O'Brien
Women's Director.....Mrs. Lee O'Brien
Chief Engineer.....Vander Linden

KCOL

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number 2600
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BAB
President .....Herb Hollister

AJAX • AMAZO • ARRID • BISKIT MIX • BLONDEX • BLUE BONNET MARGARINE • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • NUCOA • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO BISMOL • PERTUSSIN • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO SOUPS • REAL GOLD CITRUS PRODUCTS • RIK RAK CLEANSER • ROYAL DESSERTS • SATURDAY EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT BUTTER • STAR KIST TUNA • SUN VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • AJAX • MUZAK

RAY PERKINS RUNS AGAIN IN '52!

DENVER, Colo.—Supported by 57 of the country's top national advertisers and a host of fine local accounts, KFEL's "Ray Perkins Show" campaigns into its seventh successful year!

AMAZO • ARRID • BISKIT MIX • BLUE GOOSE FROZEN FOODS • BORDEN'S STARLAC & INSTANT COFFEE • BOVRIL • BROMO SELTZER • BUICK • BUTTERNUT COFFEE • CAMAY • CHASE & SANBORN COFFEE • CHEER • CHESTERFIELDS • CRAWFORD'S COUGH GUM • FORD • FORMULA NO. 40 METAL POLISH • FOUR-WAY COLD TABLETS • ROBERT HALL CLOTHES • HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE • JELKE GOOD LUCK MARGARINE • JOY • KELLOGG ALL BRAN • KOOLS • LADIES HOME JOURNAL • LILT • LIPTON SOUP • LUSTER COLOR • LYNDEN FOODS • MRS. McDONALD'S CHOCOLATES • MUSTEROLE • MUZAK • OLD MANSE PRESERVES & SYRUP • PEN-JEL • PEPTO BISMOL • PERTUSSIN • PREMIUM CRACKERS • QUICK ELASTIC STARCH • RANCHO SOUPS • REAL GOLD CITRUS PRODUCTS • RIK RAK CLEANSER • ROYAL DESSERTS • SATURDAY EVENING POST • SILVER STAR BLADES • SKIPPY PEANUT BUTTER • STAR KIST TUNA • SUN VISTA CANNED FOODS • SURF • SWIFT & CO. • TENDERLEAF TEA • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • BLONDEX • BLUE BONNET MARGARINE • TOWNE PRIDE TOPPING • U. S. FIFTH ARMY • WELCH GRAPE JUICE • ZOOM • AJAX • MUZAK

KFEL AM-FM TV KFEL-FM-WOXEL Mutual in Denver

11:00 a.m.—12:00 Noon
2:30—4:30 p.m. Daily

MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR

General Manager.....Ellis Atteberry
Commercial Manager.....Bob McClary
Program Director.....Gregg Chancellor
Chief Engineer.....Cecil Whitchurch
Consulting Engineer.....Commercial Radio

KFTM
FORT MORGAN—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Oper. By...Morgan County Bcstg. Co.
Address .....Ft. Morgan
Phone Number 1000
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Pres., Gen. Mgr.....Robert H. Dolph
Station Manager.....John W. Emery
Comm., Sls. Prom. Mgr.....Donnell K. Smith
Chief Announcer.....Bob Breault
News Director.....Helen Cudworth
Chief Engineer.....Richard Oldfield

KGLN
GLENWOOD SPRINGS—1950—MBS
WESTERN SLOPE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Western Slope Bcstg. Co.
Address.....Silver Spruce Lodge
Phone Number 777
Representative .....Holman
News Service .....UP
Pres., Gen. Mgr.....Rex Howell
Sta., Comm., Prom. Mgr.....Jerry Fitch
Prog. Dir., Chief Anncr.....Hal Reid
Chief Engineer.....Carl Anderson

KEXO
GRAND JUNCTION—1948
COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colorado, Inc.
Trans. Address....2508 North Ave., P. O. Box 629
Phone Number 1230
Air Time.....6 a.m.-12M.
News Service .....INS
Transcription Service.....Capitol, Thesaurus, World
Representative.....Harlan Oakes
Membership .....NARTB, BAB
President.....D. Spencer Grow
Gen., Sta., Comm. Mgr.....H. Abbott Tessman
Sales Promotion Mgr.....Robert Falks
Prog., Prod. Dir.....Robert Collins
Publicity Director.....Mildred Fuller
Chief Anncr., Farm Editor.....Jim Eicher
News Director.....Gene Wilburn
Chief Engineer.....Lloyd Wilson
Musical Director.....Bill Orr

KFXJ
GRAND JUNCTION—1926—MBS
WESTERN SLOPE

Frequency: 920 Kc.....Power: 1000 Watts d; 500 Watts n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number 1300
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NARTB, BAB
President .....Rex Howell
Gen., Sta. Mgr.....E. Anson Thomas
Sales Prom. Mgr.....Rosa Lee Samuels
Commercial Manager.....Jack Goetz
Chief Announcer.....Ed Lewis
News Director.....Lyle Marine
Program, Music Dir.....Jack Puter
Chief Engineer.....Bob Lebsock
Farm Editor.....Bill Warner

KFKA
GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Phone Number 450-1
Transmitter Location.....Radio Ranch, Evans
Air Time.....5 a.m.-11 p.m.
Representative .....Hal Holman
News Service .....UP
Transcription Serv...Lang-Worth, Cole, SESAC
Pres., Gen. Mgr.....Francis Price
Commercial Manager.....Evereett Shupe
Sales Prom. Mgr.....William G. Stewart
Program Director.....Jack Redus
Musical Director.....Delbert Wood
Chief Announcer.....Cooper Welch
News Director.....Keith Gorden
Chief Engineer.....Harry Brewer
Farm Editor.....Carl Jordan
Consulting Engineer.....Kenneth Cooper

KYOU
GREELEY—1948—COLUMBINE
LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Moroco Bcstg. Co.
Address.....2424 6th Avenue
Phone Number 3275
Air Time .....Unlimited
News Service .....AP
Representative .....McGillvra, Inc.
Transcription Service .....World
Membership .....BAB
President, Gen. Mgr.....Elwood H. Meyer
Commercial Manager.....Joe W. Hongold
Program Director.....Glenn E. Stutzman
Chief Engineer.....John T. Roscoe

KBNZ

LA JUNTA—1937—KBS INTERMOUNTAIN-COLUMBINE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....R. Dennis Gerkin
Address .....Radio Building
Phone 42
Air Time.....6:25 a.m.-11:35 p.m.
News Service .....UP
Representative .....Clark
Membership .....BAB
Pres., Gen. Mgr.....William W. Shepherd
Station Manager.....Robert McGregor
Commercial Manager.....Philip Roewe
Prog. Dir., Chief Annor.....Dale Allison
Chief Engineer.....Robert Houston
Consulting Engineer.....Willis Shanks

KLMR

LAMAR—1948—LBS

Owned-Oper. By.....SE Colorado Bcstg. Co.
Trans. Address.....Lamar, Colorado
Phone Number 804
News Service .....AP
Transcription Service .....World
President.....Ralph Eaton
Gen., Sta., Comm. Mgr.....John M. Bass
Pgm., Prod., Publ. Dir.....E. E. Meazell
Chief Engineer.....Larry Roser

KLVC

LEADVILLE—1951—KBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Leadville's Top of the Nation Station, Inc.
Address.....520 W. 6th St.
Phone Number 70
Representative .....Columbine
President.....Vir N. James
Manager.....Donald F. Stephens
Program Director.....Flora Stephens
Chief Engineer.....Donald G. Youmans

KLMO

LONGMONT—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Phone Number 1050
News Service .....UP
Transcription Service .....Lang-Worth
Pres.-Gen. Mgr.....J. P. Dubberley
Comm. Mgr.....R. Walker
Program Director.....Willis Evans
Promotion Manager.....Dick Lee
Chief Engineer.....Walter Robinson

KUBC

MONTROSE—1947—KBS COLUMBINE

Frequency: 1260 Kc.....1000 Watts d.; 500 Watts n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number 199
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Membership .....NARTB, BAB
President.....F. J. Hartman
Gen.-Sta. Mgr.....Geo. Cory
Comm., Sales Prom. Mgr.....Bob Hale
Chief Engineer, Prog. Dir.....Bob Sidwell
News Director.....Tom Olsen
Consulting Engineer.....J. B. Heffelfinger

KCSJ

PUEBLO—1947—MBS-COLUMBINE INTERMOUNTAIN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....211 W. 5th St.
Phone Number 8522
Transmitter Location... .....North Hudson
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Pearson Co., Keenan & Eickelberg (West Coast Only)
Membership .....NARTB, BAB
President.....F. W. Meyer
Gen., Sta. Mgr.....Douglas D. Kahle
Comm., Sls. Prom. Mgr.....Bob Clinton
Prog., Publ. Dir.....Larry Gordon
Prod., Music. Dir.....Gene Bollinger
Chief Announcer.....Cliff Hendrix
News Director.....Bill Doty
Chief Engineer.....Dale Redlingshafer
Consulting Engineer.....Frank McIntosh

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Business-Studio Address.....3011 Elizabeth
Phone Number 1255
Transmitter Location.....3011 Elizabeth
News Service .....AP
Transcription Service .....Standard
Representative .....Donald Cooke
President-Gen. Mgr.....Dee B. Crouch
Commercial Manager.....Barry Tucker
News Dir.....Charles Lerch
Chief Engineer.....Jack Lundquist

KVRH

SALIDA—1948—KBS-LBS COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vir N. James
Address.....P. O. Box 229
Phone Number 30
Air Time.....7 am. to 10 p.m.

Transcription Service .....KBS
News Service .....UP
Representative .....Clark
Membership .....NARTB, BAB
Pres., Gen., Prom. Mgr.....Vir N. James
Assistant.....Clo B. James
Commercial Manager.....Lu Parmelee
Chief Annor., News Dir.....Jack Diehl
Chief Engineer.....Philip Parmelee
Consulting Engineer.....Guy C. Hutcheson

KGHF

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 293
Phone Number 3877
Transmitter Location.....N.W. of Pueblo
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Gill-Keefe & Perna, Inc.
Membership .....NARTB, BMB
President .....Gifford Phillips
Gen., Station Manager.....Robert D. Ellis
Commercial Manager.....Bill Mahoney
Prog., Publ. Dir.....Hal Moon
Prod. Dir., Chief Annor.....Norm Teska
News Director.....Bob Thompson
Musical Director.....Bob Burch
Chief Engineer.....Willis C. Shanks
Farm Editor.....Irwin Cunningham
Consulting Engineer.....T. A. M. Creven

KGEK

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number 679
News Service .....UP
Owner, Gen. Mgr.....Elmer G. Beehler

KCRT

TRINIDAD—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Mel-Bert Bcstg. Co.
Business-Studio Add.....P. O. Box 772
Phone Number 338
Transmitter Location.South Country Club Drive
News Service .....UP
Transcription Service .....Lang-Worth
Ptnr., Gen. Mgr.....Mel Cooper
Comm. Mgr., Ptnr.....Bert Coyle
Program Director.....Millye J. Coyle
Program Director.....George Barron
Chief Engineer.....Mel Cooper

KSTR

TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....James E. Blair
Bus.-Studio Address.....P. O. Box 787
Phone Number 414
News Service .....UP
Owner, Gen. Mgr.....James E. Blair
Station Manager.....Kenneth Stabaugh

The Dominant Station Covering the

Rich Industrial and Agricultural Area

of SOUTHERN COLORADO

K G H F

PUEBLO, COLORADO

5000 w ABC

announces

the appointment

of

GILL-KEEFE & PERNA, INC.

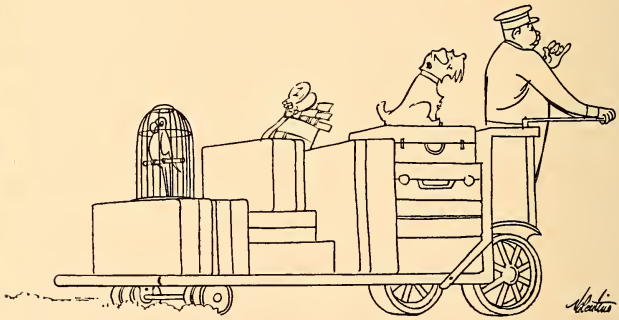
NEW YORK CHICAGO

Helen Gill Howard Keefe

WEST COAST
REPRESENTATION:

Tracy Moore & Associates

There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT

Pop. April 1, 1952 (Est.) 2,090,000 — Total Housing Units 614,075
Families April 1, 1952 (Est.) 575,000 — Stations in State 26

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Thomas E. Lee Ent.
Address.....144 Golden Hill
Phone Number 8-1121
Transmitter Location.....Pleasure Beach Pk.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service .....Associated
Representative .....Edward Petry
Exec. Vice-Pres.....Thomas F. O'Neil
General, Sta. Manager.....Robert L. Kennett
Comm.-Sales Prom. Mgr.....Charles W. Parker
Pgm.-Prod. Dir.....Ralph Klein
News Director.....Robert Maguire
Chief Engineer.....Rogers B. Holt

WLIZ

BRIDGEPORT—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number 5-4144
Transmitter .....Seaview Avenue
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Adam J. Young
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Program Director.....Wallace B. Dunlap

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number 3-3112
Transmitter .....Locomobile Pt.
Air Time .....Unlimited
News Service .....UP
Representative .....Rambeau, Borgatti
President-Chief Engineer.....Harold Thomas
General, Sta. Manager.....Levon Thomas
Prog. Dir., Chief Anncr.....Jack Dahlby
Traffic Manager.....Grace Kaltenbach
Commercial Manager.....Ray Colonari

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number 9265
Transmitter Location.....Greystone Ave.
Air Time .....Daytime
News Service .....UP
Representative .....McGillvra
President.....Frederick W. Beach
Gen., Sta., Comm. Mgr.....Cal Colby
Program Director.....Sally Easton
Publicity Director.....Amletto Ciccarelli
Chief Announcer.....Bob Leonard
Chief Engineer.....Richard A. Ricci

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number 8-3565
Transmitter.....Brushy Hill Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Rambeau
President.....John P. Previdi
Sta., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Announcer.....Paul Baker
News Director.....Frank Comer
Chief Engineer.....Walter Hollis
Consulting Engineer.....Garo Ray

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

AP

WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Business-Studio Address.....Bond Hotel
Phone Number 5-6648
Transmitter Location.....South Quaker Lane.
Air Time.....Local sunrise-local sunset
News Service .....UP
President.....William M. Savitt
Sta., Comm. Mgr.....Paul Martin
Musical Director.....Ivor Hugh
Chief Engineer.....John Rameika
Consulting Engineer.....McNary & Wrathall

WDRC

HARTFORD—1922—CBS
NEW ENG. MAJ. MKT.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address.....750 Main St.
Phone Number 7-1188
Transmitter Location.....869 Blue Hills Ave., Bloomfield, Conn.
Air Time .....Unlimited
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB, BAB

We Cover Central Connecticut

Hartford's only station offering music and news all day, every day.

"There's T. N. T. on W C C C" (Time, News, Temperature, including weather every fifteen minutes, every weekday.)

1290 K. C.

President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase
Comm.-Sales Prom. Mgr...William F. Malo, Sr.
Program, News Dir.....Harvey H. Olson
Chief Announcer.....Russ Naughton
Chief Engineer.....Italo A. Martino
Consulting Engineer.Prof. Norman Adams, Jr.

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Yankee Network Div. of Thomas S. Lee Enterprises, Inc.
Business-Studio Address..54 Pratt St. (WONS)
Phone Number 7-9131
Transmitter Location.....Newington, Conn.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative.....H-R Reps, Inc.
President .....William O'Neil
Station Manager.....Ed. Palen
Sales Promotion Mgr.....Al Henry
Musical Director.....Jack Downey
Chief Engineer.....Rogerts Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business Address.....555 Asylum St.
Phone Number 2-0237
Air Time .....6:45 a.m.-M.
News Service .....AP
Representative.....J. P. McKinney
Membership .....NARTB, BAB
Gen.-Sta. Manager.....C. Glover DeLaney
Asst. Gen. Mgr.....L. R. Schoenfeld
Commercial Manager...Leonard R. Schoenfeld
Prog.-Prod. Director.....Mitchell Betters
Publicity Director.....Margaret A. Duffy
Chief Announcer.....Joseph Girand
News Director.....Sereno Gammell
Chief Engineer.....Charles S. Masini
Consulting Engineer.....George Davis

WTIC

HARTFORD—1925
NBC-NERN

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service Corp.
Business-Studio Address.....26 Grove St.
Phone Number 5-0801
Transmitter Location.....Talcott Mt., Avon
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Weed
Membership .....NARTB, BAB
President.....Jesse W. Randall

Vice Pres.-Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr. Chg. Sales....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Director.....Leonard J. Patricelli
Asst. Program Director.....Paul Lucas
Production Dir.....George Bowe
Director Public Relations....Bernard Mullins
News Director..... Tom Eaton
Plant Manager.....Herman Taylor
Consulting Engineer.....Ring & Clark

(*See Page* 370)

WMMW

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number.....5-5747
Transmitter .....Lewis Ave.
Air Time .....Daytime
News Service.....UP
Transcription Service.....World, Lang-Worth
President (inactive).....C. A. Schultz
General Manager.....Alex Buchan
Commercial Manager.....G. A. Krutschnitt
Program Director.....Joey Trantino
Chief Announcer.....Les Fox
Chief Engineer.....Gabriel Langfelder

WCNX

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Phone Number.....5821
Managing Dirs.....R. J. O'Brien, W. J. O'Brien
Chief Operator.....Kenneth A. F. Bishop

WHAY

NEW BRITAIN—1949

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone Number.....3-2721
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative.....Adam Young, Bannan (Boston)
President .....Patrick Goode
General Manager.....Aldo DeDominicis
Sta. Mgr., Prog. Dir.....Leo Borin
Sales Mgr.....Thomas Meade
Office Manager.....William F. Turner
Chief Announcer.....Carter Clements
News Director.....Charles Gilson
Chief Engineer.....Hillis W. Holt
Women's Prog. Dir.....Elizabeth Kimball

WKNB

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St.
Phone Number 3-6303-4
Transmitter Location .....Newington
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President, General Manager.....Julian Gross
Station-Commercial Mgr.....Peter B. Kenney
Pgm., Prod. Dir.....J. J. Mariani
Publicity Director.....Philip B. Hale
Chief Announcer.....Ray Neilan
Chief Engineer.....Sam Edsall
Consulting Engineer.....George C. Davis

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number 7-0171
Transmitter Location.....Thill St., W. Haven
Air Time.....Local sunrise-local sunset
News Service.....UP, AP
Representative .....Keller
Transcription Service .....Thesaurus
President.....Victor W. Knauth
V.P., Gen., Sta. Mgr.....Daniel W. Kops
Commercial Manager.....Richard J. Monahan
Prog., Prod. Director.....Richard E. Barrett

Buy
NEW HAVEN
Buy
RESULTS
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WAVZ
The Lively Local
Operation with Music
And News the People Want

Publicity Director.....George Duffy
Chief Announcer.....Richard Petty
News Dir., Farm Editor....Thomas W. Bentley
Musical Director.....Joanne Robbins
Chief Engineer.....George Hugo
Consulting Engineer.....Lynne C. Smeby

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number 8-1133
Transmitter Location....Benham St., Hamden
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President .....H. C. Wilder
General Manager.....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
News Director.....Robert McKernan
Program Director.....Charles H. Wright
Chief Engineer.....Fred King
Consulting Engr.....Craven, Lonnes & Culver

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....6-9826
Transmitter Location....Front Ave., W. Haven
Air Time.....18 hrs.
News Service.....AP, INS
Transcription Service.....World
Representative.....Katz Agency
Membership .....NARTB, BAB
President.....Patrick J. Good
Secretary-Treasurer .....Aldo DeDominicis
Commercial Manager.....J. Vincent Callanan
Program Director.....Walter Neilsen
Publicity Director.....William Dukeshire
News Director.....W. Rockwell Clark
Musical Director.....John Drake
Chief Engineer.....Vinnie DeLaurentis
Consulting Engineer.....Goro W. Ray

WNLC

NEW LONDON—1936 — MBS
YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Transmitter.....Winthrop Pt., E. New London
Air Time.....Unlimited
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Publicity Director.....Mary Jane Koebbe
Chief Announcer.....Nelson Brown
Chief Engineer.....Gerald J. Morey
News Director.....David Conners
Farm Editor.....Patricia Killeen
Consulting Engineer.....Craven, Lohnes & Culver

WNLK

NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone Number 8-5566
Transmitter .....West Norwalk
Air Time.....Unlimited
News Service .....UP
Transcription Service....World, SESAC, RCA
Representative .....Rambeau
Pres., Gen., Sta. Mgr., Chief Engineer.....David W. Jeffries
Comm., Sls. Prom. Mgr.....Michael J. Cuneen
Prog., Publ. Dir.....Joseph V. Lentini
Production Director.....Milton Warren
Chief Announcer.....Richard W. Buonerba
News Director.....Adrian Conway
Musical Director.....Edna C. Somers
Consulting Engineer.....W. E. McDowell

WICH

NORWICH—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....91 Main St.
Phone Number 7-1613
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:45 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World
Membership .....NARTB
President-General Mgr.....John Deme
Chief Announcer.....Jack Purrington
Chief Engineer.....Alexander Dubenetsky

WSTC

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wtn. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Transmitter Location..320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
Newspaper Affiliation.....Stamford Advocate
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Frank J. Delfino
Chief Engineer.....Paul Kamensky
Consulting Engineer.....George C. Davis

WLCR

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone Number 4178
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Charles O. Scott
Sales Prom. Mgr.....Allan Brown
Pgm., Prod. Dir.....George Phillips
Publicity Director.....Joseph Storm
Chief Anncr., News Dir.....Pete Stoner
Chief Engineer.....Alfred Pallokat

WTOR

TORRINGTON—1948
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Phone Number 4181
Transmitter Location .....93 Perkins St.
Air Time.....17 hrs.
News Service .....AP
Representative .....Rambeau
Station Manager.....Edmund Waller
Commercial Manager.....John J. Morris
Program Director.....Richard C. Kilbourn
Chief Engineer.....Arthur Marcus

WATR

WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number 5-1121
Transmitter Location.....Baldwin Ave.
Air Time.....7 a.m.-M.
News Service .....AP
Representative.....William G. Rambeau
Membership .....NARTB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Wallace Gordon
Production Director.....Roy Murray
Program Director.....Wally King
Pub., News Dir.....Joseph C. Callan
Chief Announcer.....Charles Bengtson
Chief Engineer.....Russell Jensen

WBRY

WATERBURY—1934—CBS
NUTMEG

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number 3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel, Kettel-Carter (Boston)
Membership .....NARTB, BAB
President.....William J. Pape
General Manager.....James D. Darcy
Commercial Manager.....Harry A. DeVoe-ken
Station Manager.....J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Publicity Director.....Robert S. Holezer
Chief Announcer.....Robert Stewart
News Director.....E. Christy Erk
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

WWCO

WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Transmitter Location.....Thomaston Ave.
Air Time .....Unlimited
News Service .....AP
Membership .....NARTB
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Gustave Nathan
Program Director.....Robert C. Crager
Chief Announcer.....Gene Valentino
News Director.....Roy Roman
Chief Engineer.....John Carragan

HELP THE RED CROSS

DELAWARE

Pop. April 1, 1952 (Est.) 324,000 — Total Housing Units 97,002
Families April 1, 1952 (Est.) 88,000 — Stations in State 6

WDOV

DOVER—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Del. State Capital Bcstg. Corp.
Business Address..Bradford & Loockerman Sts.
Phone Number 5816
Air Time.....6:30 a.m.-Sunset
News Service .....AP
Representative .....Rambeau
President.....Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir.....Mildred Carroll
Commercial Manager.....William S. Freed
Chief Engineer.....Russell F. Lee
Consulting Engineer..Herbert L. Wilson Asso.

WJWL

GEORGETOWN—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Phone Number 2567
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Rollings
President.....John W. Rollins
Vice-President.....O. Wayne Rollins
General Manager.....Frank R. Knutti
Commercial Manager.....Norman M. Glenn
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoa

WAMS

WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Bus.-Studio Address.....321 Delaware Ave.
Phone Number 4-8882
Transmitter.....Mt. Cuba Rd. & Owl's Nest
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....Transradio
Transcription Service....Transradio, Standard
Representative .....Hollingberry
President.....Frank S. Carrow
General Manager.....L. Byron Jenkins
Comm. Mgr.....William S. Ewing
Publicity Director.....Don Mathewson
Program Director.....Bill Smith
Music Director.....Alan Barclay
Chief Engineer.....Herbert Eckstein

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Transmitter... .....New Castle Co.
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Technical Dir.....J. E. Mathiot
Consulting Engineer.....James C. McNary

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Air Time.....24 hrs.
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....NARTB, BAB
President-Gen.-Comm. Mgr..Ewing B. Hawkins
Sta. Mgr., Pgm. Dir.....Robert J. McFann
Sls. Prom., Pub. Dir.....Robert P. Niemeyer
Musical Director.....Warren Keyser
News Director.....Harry Themal
Chief Engineer.....H. Edwin Kennedy
Farm Editor.....Richard L. Bair
Consulting Engineer.....Jansky & Bailey

WTUX

WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location.....Port Frere
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard R. Robinson
Comm., Sls. Prom. Mgr.....Julian A. Todd
Program Director.....Waneda L. Clark
Pub., Prod. Dir., Chf. Anncr.....William H. Gehlert
News Director.....Roland Twigg
Chief Engineer.....Wayne Neuhaus
Musical Director.....Justina Spagnolo
Consulting Engineer.....Dixie McKay
Farm Editor.....Lee Ellsworth

DISTRICT OF COLUMBIA

Pop. April 1, 1952 (Est.) 832,000 — Total Housing Units 234,734
Families April 1, 1952 (Est.) 218,000 — Stations in State 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Good Music Station, Inc.
Address.....1125 Vermont Ave., N.W.
Phone Number.....Executive 8676
Transcription Service .....Associated
News Service .....AP
Air Time.....Sunrise to Sunset
President .....Morris Rodman
General Manager.....M. Robert Rogers
Commercial Manager.....Patrick Hayes
Program Director.....Pierson Underwood
Chief Engineer.....Nick Chaconas

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Business-Studio Address..724 14th St., N.W.
Phone Number.....NAtional 5400
Transmitter Location.....Green Tree Rd., Bethesda, Md.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....The Katz Agency
Membership .....NAB
President.....S. H. Kauffmann
V.P., General Manager.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor, Jr.
Pgm. Dir.....Charles Kelly
Pub. Dir.....Mary P. Perry
Chief Anncr.....Harold Stepler
News Director.....William Neel
Chief Engineer.....Frank Harvey

WOOK

WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location..Florida St. & Lee Hway.
News Service .....UP
Pres., Gen., Comm. Mgr., News, Farm Dir. Richard Eaton
Station Manager.....Arnold B. Fort
Program Director.....Clifton D. Holland
Asst. to Pres.....Harvey Glascock
Editor.....Arthur A. Snowberger

WOL

WASHINGTON, D. C.—1924—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Peoples Bcstg. Corp.
Address.....1000 Connecticut Ave.
Phone .....MEtropolitan 0100
Transmitter Location.....61 Pierce St., N.E.
Air Time.....6 a.m.-1 a.m.
Transcription Service .....SESAC
News Service.....AP, UP
Representative .....O. L. Taylor
Membership .....NARTB
President .....Murray Lincoln
General Manager.....Herbert E. Evans
Station Manager.....Ben E. Wilbur
Commercial Manager.....Sid Slappey
Program Director.....George Campbell
Publicity Director.....Robert M. Adams
Chief Engineer.....Harold Reed

WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address....724 14th St., N.W.
Phone Number.....Republic 4000
Transmitter.....Ager Rd., W. Hyattsville, Md.

Washington's

BEST

BUY

Ask your John Blair man for the WWDC story!

LOOK AT THE RECORD! . . .

In Washington everything is up
Population
Income
Retail Sales
*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

(Check your nearest NBC Spot Sales Office)

* American Research Bureau Radio Diary Study

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

• • • District of Columbia • • •

News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
President.....(NBC) Joseph McConnell
Vice-Pres. (Wash.).....Francis Russell
General Manager.....Eugene Juster
Business Manager.....George Sandefer
Program Director.....Kenneth French
Sales Prom. Mgr., Pub. Dir.....John Ghilain
News Director.....Cassius Keller (Local), Arthur Barriault (Network)
Musical Director.....Fritz Balzer
Chief Engineer.....Charles College
Farm Editor.....W. R. Beattie

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By.....WTOP, Inc.
Business-Studio Address.....Warner Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, UP, INS
Representative.....CBS Radio Spot Sales
President, Gen. Mgr.....John S. Hayes
Commercial Manager.....George Hartford
Sales Promotion Mgr.....Gloria Markoff
Program Director.....Lloyd Dennis
Publicity Director.....Cody Pfanstiehl
News Director.....Ted Koop
Chief Engineer..... Clyde Hunt
Farm Editor.....Claude Mahoney

WWDC

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....1627 K St., N.W.
Phone Number.....Sterling 3800
Transmitter.....Silver Spring, Md.
Air Time.....24 hrs.
News Service.....AP, UP
Transcription Service..Standard, Lang-Worth
Representative .....Blair
Membership .....NARTB, BAB
President .....Joseph Katz
General, Sta. Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Prog., Prod. Director.....Norman Reed
News Director.....Denis Sartan
Sta. Prom., Pub. Dir.....Irving Lichtenstein
Chief Announcer.....Ray Morgan
Musical Director.....Lowell Hannock
Chief Engineer.....Ross H. Beville
Consulting Engineer.....Weldon & Carr

(*See Page* 377)

FLORIDA

Pop. April 1, 1952 (Est.) 2,870,000 — Total Housing Units 961,084
Families April 1, 1952 (Est.) 816,000 — Stations in State 76

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 8
Phone Number.....2063
Studio Address.....Scarborough Bldg.
Transmitter Location.....Chosen
Air Time.....Daytime
News Service.....UP
Transcription Service.....Thesaurus, SESAC
Representative.....Hil F. Best
Membership.....NARTB, BAB
V.P., Gen., Sta. Mgr.....Mrs. Mary Foy
Sales Manager.....Phil Haire
Chief Engineer.....C. S. Clemans
Chief Anncr., Farm Ed.....Don Cole

WDHL

BRADENTON—1946—KBS-LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Manatee Bcstg. Co.
Business Address.....Memorial Pier
Phone Number.....37-531, 37-561
Studio-Transmitter Location.....Memorial Pier
Air Time.....6:45 a.m.-11:45 p.m.
News Service.....AP
Representative.....Hil Bcst.
Transcription Service.....Associated
Pres., Gen., Sta. Mgr.....L. E. Jackobson
Sales Dept.....Arthur Alvarez
Prog., Prod., Mus. Dir.....Albert T. Moreau
Publicity Director.....Billie Lee Moreau
News Director.....Carl Van Sittart
Chief Engineer.....Charles Castle
Farm Editor.....Ed Ayres

WPIN

CLEARWATER—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
Phone Number.....Petersburg 7-0511:
Transmitter Location.....Largo
Air Time.....Sunrise-Sunset
News Service.....AP
Station Representative....Indie Sales, Holman
Membership.....BAB
President.....Dr. Charles Fannington
Gen., Comm. Mgr.....Arthur Mundorff
Promotion Manager.....Dick Marsh
Chief Engineer.....Manley St. Jean
Consulting Engr.....Walter Haley

WTAN

CLEARWATER—1947—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Clearwater Ra. Bcstrs., Inc.
Business Address.....P. O. Box 1109
Phone Number.....33084
Transmitter Location....Municipal Auditorium
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service.....Capitol, World
Representative.....McGillvra
President.....Otis E. Pruitt
Gen., Sta. Mgr., Pub. Dir.....H. D. Parker
Comm., Sales Prom. Mgr.....F. L. Parker
Prog., Prod., Dir.....L. H. Falconnier
Chief Engineer.....John D. Callan

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic Shores Bcstg.
Business-Studio Address....350 Aragon Ave.
Phone Number.....83-4663
Transmitter Location.....Miami
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
General Manager.....David H. Freedman
Sales, Commercial Manager.....Lee Phillips
Promotion Manager.....Milt Mitke

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aaragon Ave.
Phone Number.....48-7411-2
Transmitter.....Bird & Ludlum Rds., Miami
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Hil F. Best
President-General Mgr.....George W. Thorpe
Program Director.....Robert S. Stevens
Chief Engineer.....Lawrence Mennitt

WCNU

CRESTVIEW—1948—KBS-LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
Transmitter Location...Highway 85, Crestview
News Service.....AP
Transcription Service.....Lang-Worth
Pres. & Co-owner.....D. Grady O'Neal
Secretary & Treasurer.....H. French Brown
General Manager.....Sam F. Townsend

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number 6491
Transmitter Location.....126 Magnolia Ave.
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....SESAC
Representative....Joseph Hershey McGillvra
Membership .....NARTB, BAB
Owner .....W. Wright Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Program Director.....Jo Bledsoe
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948—LBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number.....2-0531
Transmitter Location.....Holly Hill
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative..... John H. Perry
Membership .....NARTB, BAB
Gen.-Sta.Mgr.....Jerry Stone
Commercial Manager.....R. Y. Huffman
Prog., Prod. Dir.....William R. Steadman
Chief Announcer.....Ken Lueck
News Director.....Ed Fulke
Chief Engineer.....F. A. Scott
Consulting Engineer.....George C. Davis

WROD

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address..Wilder Blvd. & S. Beach St.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative.....Hil F. Best
Pres.-Gen. Mgr.....E. J. Sperry
Pgm. Dir.....R. C. Fellows
Chief Engineer.....L. M. Menard

WJBS

DELAND—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone Number 1490
Transmitter Location....220 E. Hubbard Ave.
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....C. L. Menser
Commercial Manager.....Robert Walton
Program Director.....Mark Barker
Sports Director.....Sam Mansfield
Chief Engineer.....Lauren Mickle

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Broward Bcstg. Co.
Address .....Riverlane Rd.
Phone Number 2-2563
News Service .....UP
President.....L. C. Judd
Gen., Sta. Mgr.....Robert Standart III
Prog., Prod., Publ. Dir.....Frank W. Hainey
Chief Engineer.....Bill Latham
News Director.....Pete Brady

WFTL

FORT LAUDERDALE—1948-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Bus.-Studio Address.....7185 S.E. 15th St.
Phone Number.....3-2511
Transmitter Location.....1785 S.E. 15th St.

You buy

EXPERIENCE

when you buy

WMFJ

in

DAYTONA BEACH, FLA.

FOUNDED 1935

by the present owner

W. WRIGHT ESCH

National Sales ..... McGillvra
Sales Promotion ..... Keller

Air Time.....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....R. L. Bowles
Program Director.....Jack W. Swart
News Director.....Orville Revelle
Chief Engineer.....Merle Sanford
Consulting Engineer.....Weldon & Carr

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....54 E. First St.
Phone Number 4-1341
Transmitter Location.....54 E. First St.
News Service .....AP
Representative .....Donald Cooke
Co-Owner.....Arthur B. McBride
Co-o. & V.P.....Daniel Sherby
Gen., Comm Mgr.....A. J. Bauer
Sales Promotion Manager.....Dan Harlacher
Chief Engineer.....James Lacy

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg Co.
Business Address.....Melody Lane
Phone Number 1400
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....Standard
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Douglas Silver
Program Director.....Marjorie B. Silver
Commercial Manager.....J. Kingsley Butt
Chief Announcer.....William Strickland
Musical Director.....John Glynn
Chief Engineer.....James Sowinski
Farm Editor.....Anne Wilder
Consulting Engineer.....Andrew Ring

WGGG

GAINESVILLE—1948—KBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Business-Studio.....P. O. Box 501
Phone Number 5791
News Service .....AP
Transcription Service.....Associated, World
Representative .....Best
Pres., Gen. Mgr.....R. M. Chamberlin
Commercial Manager.....Leon E. Mims
Program Director.....Pierre A. Bejano
Chief Engineer.....R. M. Chamberlin
Promotion Manager.....Lee Shannon

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc.....Power 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address..Campus, Univ. of Fla.
Phone Number.....3261, Ext. 466-7-8
Transmitter Location.....Newberry Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
General Manager.....Garland Powell
Commercial Manager.....John Dunnavant
Program Director.....Ray Dantzler
Chief Announcer.....Otis Boggs
Chief Engineer.....Garvin Combs
Farm Editor.....Clyde Beale
Consulting Engineer.....Geo. C. Davis

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address...135 Riverside Ave.
Phone Number 4-7722
Transmitter Location.....Springrove Ave. & A. C. L. RR. Tracks
News Service.....INS
Representative.....Thomas F. Clark
Membership .....NARTB
Pres., Gen. Mgr.....Edward J. Oberle
Sta. Mgr., News Dir.....Alexander Kiersey
Comm., Sales Prom. Mgr.....Randy Jones
Prog., Prod. Dir., Chief Anncr...Claude Taylor
Musical Director.....Betty Pace
Chief Engineer.....James Stephens
Farm Editor.....R. L. Williams
Consulting Engineer.....Frank Denton

WJHP

JACKSONVILLE—1940—MBS-LBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Business-Studio Address.....500 Laura St.
Phone Number 4-7711
Transmitter Location.....Lane Ave. Annex
Air Time.....6 a.m.-1 a.m.
Newspaper Affiliate.....Jacksonville Journal
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry
Gen., Sta. Mgr.....Milford A. Reynolds
Prog. Dir., Chief Anncr.....Jim Underwood
Publicity Director.....Chaz Harris
Sports Director.....Fred Schilling
Chief Engineer.....Beecher Hayford
Consulting Engineer.....McIntosh & Inglis

WJAX

JACKSONVILLE—1926—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number 4-1681
Transmitter Location.....Hyde Park
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Muzak
Representative.John Blair; Harry E. Cummings
Gen., Sta. Mgr.
Chief Engr.....John T. Hopkins, III
Sls. Prom. Mgr., Prog. Dir...Marion D. Trowell
Commercial Manager.....J. W. Douglass
Chief Announcer.....Starling Coleman
Musical Director.....Frank Morris
Consulting Engineer.....Paul Godley

WMBR

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S., P.O. Box 5187
Phone Number 9-4475
Transmitter Location....Lane & Stewart Aves.
Air Time.....6 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President .....Frank King
Comm. Mgr.....Charles M. Stone
Program Director.....Jack Newsom
News Director.....Larry Scarborough
Musical Director.....Tommy Wood
Chief Engineer.....Ernest B. Vordermark
Consulting Engineer.....A. D. Ring

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equipt. Co.
Business-Studio Address...10 East Forsyth St.
Phone Number.....6-4231
Transmatter Location.....Gilmore Road
Air Time.....Sunrise to sunset
Station Representative.....Forjoe
President.....Jack Sharpe
General Manager.....Jim Macri
Commercial Manager.....R. L. McQuage
Program Director.....Jack Harrell
Chief Engineer.....W. F. Askew

WPDQ

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA

W-J-A-X

930 kc — 5,000 watts

W-J-A-X—FM

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge — John T. Hopkins III, Manager

AN N B C AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Phone Number.....4-4421
Studio Address.....P. O. Box 1468
Transmitter Location.....Lenox Ave.
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Station Representative.....Katz
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Manager.....Jack Carter
Sales Prom. Mgr.....Tom Underwood
Program Director.....John McLean
News Director.....Hugh Batey
Chief Engineer.....James R. Donavan
Consulting Engineer.....George B. Davis

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St., P. O. Box 2467
Phone 6-0461
Transmitter Location.....247 Margaret St.
Air Time.....6 a.m.-M.
Transcription Service.....Lang-Worth, Associated, SESAC
Membership .....NARTB, BAB
Pres., Comm. Mgr.....Harold S. Cohn
Gen. Mgr., News Dir.....William Fraker
Sales Promotion Mgr.....Deen Harrold
Program Director.....Marjorie Phillips
Chief Engineer.....Harold B. Russey

WJVB

JACKSONVILLE BEACH—1947—KBS LBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Phone Number 5-3674
Representative.....Hil F. Best
Air Time.....Sunrise to sunset
Pres., Gen., Sta. Mgr.....J. Lyle Williams, Jr.
Prog., Pub. Dir.....Janeen Kee
Chief Engineer.....Daniel M. Long

WKWF

KEY WEST—1945—MBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Trans. Address.....Stock Island
Phone Number 510
Representative.....John H. Perry
Pres., Gen. Comm., Mgr....John M. Spottswood
Program Director.....Mary S. Spottswood
Chief Engineer.....Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
Transmitter...South of Lake City on U.S. No. 41
News Service .....UP
Transcription Service.....Associated
Gen. Mgr. & Owner.....Alfred H. Temple
Program Director.....Owen W. Parnacott
Chief Engineer.....Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number.....2127
Transmitter Location.....1430 E. Lime St.
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service .....Associated
Station Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres.-Gen.-Station Mgr.....S. O. Ward
Prod. Dir., Chief Annor., Engr...William P. Lee
Comm., Sales Prom. Mgr.....Powell Adams
Program Director.....Mary Whistle
Consulting Engineer.....Everett Dillard

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
Phone Number 5117
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell
Consulting Engineer...Gautney, Ray & Price

WIPC

LAKE WALES—1951—LBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Imperial Polk Bcstg. Corp.
Address.....P. O. Box 389
Phone Number 29831
News Service .....AP
Transcription Service .....World
President .....Sarkes Tarzian
Vice-President.....S. W. Keen
Gen. Mgr., Chf. Engr.....G. Max Kimbrel
Commercial Manager.....Ted Linton
Program Director.....Joan Galloway

WEAT

LAKE WORTH-W. PALM BEACH 1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Meachem

Business Address.....P. O. Box 791
Phone Number.....W. Palm Beach 7545
Transmitter Location.....Nineteenth St. No.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service .....Capitol
Representative .....Pearson
General Manager.....James R. Meachem
Commercial Manager.....Clifford H. Glick
Program Director.....Don James
News Director.....C. Van Dresser
Chief Engineer.....Andrew Keicher
Consulting Engineer.....M. M. Garrison

WLBE

LEESBURG-EUSTIS—1948—LBS

Frequency: 790 Kc.....Power: 1,000 Watts
Owned-Operated By.....WLBE, Inc.
Business-Studio Address.....Box 297
Phone Number.....Leesburg 552
Transmitter Location.....Silver Lake, Fla.
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....SESAC
Membership .....NARTB
Pres., Comm. Mgr.....Paul A. Husebo
Gen., Sta., Prom. Mgr.....Wendel F. Husebo
Pgm., Prod. Dir., Chf. Ann.
Richard R. Coleman
Publ., Farm, News Dir.....C. L. Starnes
Musical Director.....Bob Whitely
Chief Engineer.....J. Allen Brimmer

WNER

LIVE OAK—1949—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....John A. Boling
Business Address.....P. O. Box 655
Phone Number 1450
Transmitter.....1 Mi. E. city Rte. 90
News Service .....UP
Transcription Service .....SESAC
President.....John A. Boling
General Manager.....Norman Protsman
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker
Farm Editor.....John Alford
Consulting Engineer.....Claude Gray

WTYS

MARIANNA—1948—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..John H. Phipps Radio Stas.
Business Address.....P. O. Box 565
Phone Number 650
Studio-Transmitter Address..U. S. Hway. 90, E.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Harry Cummings
President.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....H. C. Harris

WMMB

MELBOURNE—1947—LBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....Front St.
Phone Numbers 574-5
Transmitter Location.....Front St.
Air Time.....6 a.m.-11:15 p.m.
Representative .....Hil Best
News Service.....UP
Transcription Service .....Capitol
Membership .....NAB
President.....Henry G. Dravneek
General Manager.....Austin V. Catterton
Commercial Manager.....Beverly Flemming
Advertising Manager.....Victoria C. Martin
Program Director.....Barbera W. Bancroft
Chief Engineer.....Kenneth R. Waltz
Consulting Engineer.....George P. Adair

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By...Howard D. Steere DBA
Florida E. Coast Bcstg. Co.
Trans-Address.....350 N.E. 71st St.
Phone Number 89-7534
Air Time.....Sunrise to Sunset
News Service .....UP
Station Representative.....Hil F. Best
Gen., Comm. Mgr.....Howard D. Steere
Sta. Mgr., Prog. Dir.....Robert Lyons
Sales Prom. Mgr.....Norman Stuart
Chief Engineer.....George Henke
Consulting Engineer.....Gautney & Ray

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc.....Power: 50,000 Watts d.,
10,000 Watts n.
Owned-Operated By.....The Fort Industry Co.
Address.....1605 Biscayne Blvd.
Phone Number 9-2401
Transmitter Location.....6½ miles NW of
Hialeah
Air Time.....5:55 a.m.-2:00 a.m.
News Service.....INS, UP
Transcription Service .....Langworth
Station Representative...The Katz Agency Inc.
Membership .....NARTB, BAB
President.....George B. Storer
Managing Director.....Stanton P. Kettle
Commercial Manager.....M. N. Babcock
Program Director.....Ewald Kockritz
News Director.....Robert Bingham
Chief Engineer.....A. W. Shropshire
Farm Editor.....George Chamberlain
Consulting Engineer.....A. Earl Cullum

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number 3-6444
Transmitter Location.....Cameo Island
Air Time.....Unlimited
News Service .....AP, INS, UP
Transcription Service.....RCA, Thesaurus
Representative .....Bolling
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
News Director.....Eugene Strul
Prom. Pub. Dir.....Martha Henriquez
Musical Director.....Earl Barr Hanson
Chief Engineer.....M. C. Scott
Farm Editor.....Bill Bischoff
Consulting Engineer.....Millard Garrison

WMIE

MIAMI—1948—LBS

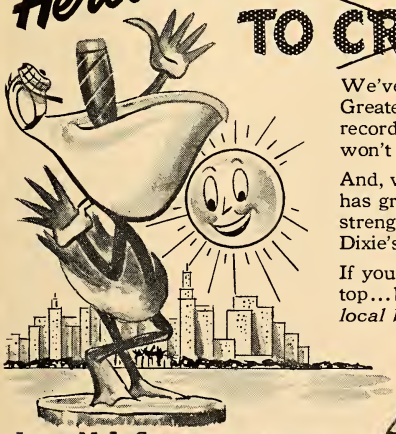
Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel
Phone Number.....3-5556
Transmitter Location..Sunset Rd. & Snapper Creek, So. Miami
Air Time.....5 a.m.-2 a.m.
News Service.....INS, UP
Transcription Service .....Associated
Representative .....Adam Young
Membership .....NARTB, BAB
President.....Gov. E. D. Rivers
Gen., Sta., Comm. Mgr.....Robert G. Venn
Sls. Prom. Mgr.....Roland Jones
Prog., Prod. Manager.....Wm. Rega
Publicity Director.....Matty Mathews
Chief Announcer.....Lee Taylor
News Director.....John Price
Music Librarian.....Ruth Lee Jones
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc.....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone Number 2-6121

Here's Something PELICAN TO ~~CROW~~ ABOUT!



We've been serving and selling in Greater Miami for over 26 years! That's a record...in a community of *this* size that won't be 56 years old until July!

And, with each of our 26 years, WIOD has grown in weight and breadth...in strength and prestige with Greater Miami — Dixie's newest, great Key Market.

If you want *your* sales to go over the top...buy the station that's AAA with the *local boys* — WIOD, Miami, Florida.

WIOD
Established January 18, 1926

James M. LeGate, *General Manager*

5,000 WATTS · 610 KC · NBC

Transmitter Location...1425 N.E. Bayshore Ct.
Newspaper Affiliation.....Miami Herald
News Service .....AP
Transcription Service .....World
Representative.....John Blair, Cummings
Membership .....NARTB, BMB
President.....John S. Knight
General-Station Mgr.....Owen F. Uridge
Comm., Sales, Prom. Mgr.....E. Harry Camp
Program Director.....Don Fischer
Publicity Director.....Dick Wright
Musical Dir.....Walt Svelha
Chief Announcer.....P. A. Kelleher
News Director.....Gordon Shaw
Chief Engineer.....Gene Rider
Consulting Engineer.....A. D. Ring & Co.

WWPB

MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number 3-7405
Air Time.....24 hrs.
News Service .....AP
Representative .....Donald Cooke
Owner-Manager .....Paul Brake
Asst. Mgr., Prog., Prod. Dir.....M. L. Carter
Comm., Sls. Prom. Mgr.....Bernard Neary
Chief Announcer.....Edward Davenport
News Director.....Noah Tyler
Musical Director.....Cecil Bate
Chief Engineer.....Harold Santini
Farm Editor.....Calvert Carter

WINZ

MIAMI BEACH—1946—LBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Hollywood Bcstg. System
Business Address.....304 Lincoln Rd.
Phone Number 58-7311
Representative .....Forjoe
News Service.....AP, INS
Comm., Gen. Mgr.....Rex Rand
Program Director.....Dennis Kirwan
Chief Engineer.....John Reynolds
Traffic Manager.....Margaret Ann York

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WKAT, Inc.
Trans-Address.....1759 No. Bay Road
Phone Number 5-5711
News Service .....UP
Transcription Service .....Standard
Representative .....Weed
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Commercial Manager....Walter A. Callahan
Chief Engineer.....Arthur Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
Business-Transmitter Address..Causeway Ter.
Phone Number 5-5586
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
President.....Kenneth S. Keyes, Sr.
Gen., Comm. Mgr.....Buddy E. Starcher
Program Prod. Dir.....Arnold Kaufman
Farm Editor.....Frank Kurtz
Chief Engineer.....Charles A. Hartwick, Jr.

WSBB

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Beach Bcstg. Co.
Address 760
News Service .....UP
Transcription Service .....Thesaurus
Ptnr., Comm. Mgr.....Walter T. Slattery
Ptnr., Pgm. Dir.....James D. King Jr.
Ptnr., Chief Engr.....Roland W. Jordan Jr.

WTMC

OCALA—1939—MBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...Ocala Bcstng. Co. Inc
Address .....14 S. Magnolia
Phone Number 128
Transmitter Location.....Highway 500, RFD Ocala
Air Time .....Unlimited
Newspaper Affiliation.....John H. Perry Newspapers
News Service .....UP
Transcription Service....Lang-Worth, Capitol
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
Gen. Mgr., Pub. Dir...Thomas S. Gilchrist, Jr.
Comm., Sls. Prom. Mgr.....John F. Nicholson
Prog., Prod., News Dir.....James B. Smith
Chief Engineer.....eecher Hayford
Consulting Engineer.....McIntosh & Inglis

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number 6181
Transmitter Location.....222 Hazard St.
Air Time.....5 a.m.-1 a.m.

News Service ..... AP, UP
Transcription Service ..... World, Thesaurus, Associated
Representative .... John Blair, Harry Cummings
Membership ..... NARTB, BAB, FAB
Pres., Gen. Mgr. ..... Harold P. Danforth
Sales Dir. ..... W. G. McBride
Program Director ..... Rosalind Boggs
Musical Director ..... Edward J. Lord
Chief Engineer ..... J. E. Yarbrough
News Dir., Chief Anncr. ..... Carter Scofield
Consulting Engineer ..... W. J. Holey

WHOO

ORLANDO—1947—ABC-LBS

Frequency: 990 Kc. .... Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By .. Orlando Daily Newspapers, Inc.
Address ..... Fort Gatlin Hotel
Phone Number 9900
Transmitter Location ..... Old Fairvilla Rd.
Air Time ..... 5 a.m.-1:00 a.m.
News Service ..... AP
Transcription Service ..... Standard, World
Representative ..... Pearson
President ..... Martin Andersen
Gen., Sta. Mgr. ..... Clarence Bracey
Commercial Manager ..... Carl Hallberg
Pgm. Dir., Chief Anncr. ..... Dan Daniel
Sales Prom. Mgr. ..... Nancy Boyle
Publicity Director ..... Joan Fluker
Chief Engineer ..... Don Compton
Farm Editor ..... Bob Kilgore

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Hazelwood, Inc.
Business-Studio Address ..... Angebilt Hotel
Phone Number 8163
Transmitter Location ..... Near Orlo Vista
Air Time ..... 4:55 a.m.-1:00 a.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Paul H. Raymer
Membership ..... NARTB, BAB
President ..... William Joe Sears
V.P., Gen. Mgr. ..... J. Allen Brown
Comm. Mgr. ..... Don R. Colee
Prom. Mgr., Pub. Dir. ..... Jackie Loughe
Program Director ..... R. Donahue
Chief Announcer ..... Rocky Smith
News Director ..... Forrest Clark
Chief Engineer ..... Dodd Daniel
Farm Editor ..... Bob Keith

WORZ

ORLANDO—1946—NBC

Frequency: 740 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Central Florida Bcstg. Co.
Business-Studio Address ..... WORZ Bldg.
Phone Number 2-2451
Studio Address ..... 740 N. Orange
Transmitter Location ..... Winter Garden Rd.
Air Time ..... 5:30 a.m.-1:05 a.m.
News Service ..... AP
Transcription Service ..... RCA, Columbia
Representative ..... Weed
Membership ..... NARTB, BAB
President ..... Naomi Murrell
Gen., Sta., Comm. Mgr. ..... Eugene D. Hill
Sales Prom. Mgr. ..... Sammy Roen
Program, Prod. Dir. ..... Walter Sickles
News Director ..... Rob Deihl
Publicity Director ..... Shirley Boyd
Chief Anncr. ..... Charles Hunt
Musical Director ..... Orien Osborn
Chief Engineer ..... W. R. Miller
Consulting Engineer ..... Everett H. Dillard

WWPF

PALATKA—1947—LBS

Frequency: 800 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Palatka Bcstg. Co.
Address ..... 900 River St.
Phone Number 354
Air Time ..... Local sunrise-local sunset
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Hil F. Best
Partners ..... L. C. McCall, J. E. Massey
Gen.-Station Manager ..... L. C. McCall
Commercial Manager ..... Herb Young
Program Director ..... Johnny Gillis
Music Director ..... Evelyn Longworth
News Director ..... Chris Hernandos
Chief Announcer ..... George Duck

WWPG

PALM BEACH—1941—ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .... Palm Beach Bcstg. Co.
Business Address ..... South Ocean Blvd.
Phone Number 2-1515
Transmitter Location ..... South Ocean Blvd.
News Service ..... UP
Transcription Service ..... Lang-Worth, World
Representative ..... Perry
President, Gen. Mgr. ..... Charles E. Davis
Commercial Manager ..... Donald S. Greenlief
Chief Engineer ..... Clyde E. Walkden

WDLP

PANAMA CITY—1940—MBS

Frequency: 590 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Panama City Bcstg. Co., Inc.
Business-Studio Address ..... West Beach Dr.
Phone Number 3-1777
Transmitter Location ..... North Springfield
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Perry Associates
President ..... John H. Perry
General Manager ..... C. B. Kelley
Program Director ..... John Thomas

WPCF

PANAMA CITY—1949—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Operated By...Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number 6176-6177
Air Time.....5:30 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Ed Devney
Membership .....NARTB, BAB
Pres., Gen. Mgr., Prog. Dir.....E. L. DuKate
Sta., Comm. Mgr.....G. C. Blackwell
Prod., Music. Dir., Chief Anncr...Jack Howell
Publicity Director.....Ouida K. Lee
News Director.....Col. W. F. Richardson
Chief Engineer.....Roy Donegon
Sports Editor.....Bill Doyle
Consulting Engineer.....Ed Holmes

WBSR

PENSACOLA—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....WBSR Bldg.
Phone Number 6173
Studio.-Transmitter.....N. O & Moreno Sts.
News Service .....AP
Transcription Service .....World
President .....Patt McDonald
V.P., Gen. Mgr.....Don J. Lynch
Program Director.....Boris Mitchell
News Director.....James Miller
Chief Engineer.....Bert Mead

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Business-Studio Address.....118 E. Intendencia St.
Phone Number 4111
Transmitter Location.....Cary's Lane
Air Time.....18 hrs.
Newspaper Affiliation.....News-Journal
News Service .....UP
Transcription Service.....Langworth, RCA
Representative.....John H. Perry Associates
President.....John H. Perry
Gen.-Station Mgr.....J. Holliday Veal
Commercial Manager.....Irving Welch
Program Director.....Russell Hirsch
Chief Engineer.....Harold Heath
Consulting Engineer .....MacIntosh

WEAR

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper By.....Gulfport Bcstg. Co.
Address.....2nd & Hyer St.
Phone 8-4449
Air Time.....5:30 a.m.-M.
News Service .....AP
Representative .....Pearson
President.....Charles W. Smith
General Manager.....Mel Wheeler
Prog., Prod. Dir., Chief Anncr....Dick Darby
News Director.....Dick Nickelson
Musical Director.....Kathy McGavley
Chief Engineer.....Ray Carter
Consulting Engineer.....Commercial Radio

WPLA

PLANT CITY—1949—KBS

Frequency: 1570.....Power: 250 Watts d.
Owned-Operated By.....W. A. Smith
Address.....W. Alsobrook St.
Phone Number 8353
Transmitter Location.....Hopewell Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Cole
Station Representative .....Best
President .....W. A. Smith
Gen., Sta., Comm. Mgr.....George Friend
Program Director.....Frankie Blackwelder
Chief Announcer.....Jim Shumway
News Director.....Joseph J. Wilson
Musical Director.....Nick Nichols
Chief Engineer.....James L. Derrick
Consulting Engineer.....Everett L. Dillard

WCNH

QUINCY—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Business Address.....Box 190, Quincy
Phone Number 300
Studio-Transmitter Location....Shelfer Heights
News Service .....UP
Transcription Service .....Lang-Worth
President.....Richard J. Gardner
General Manager.....A. B. Letson
Comm. Manager.....Jerry Melvin
Pgm., News Director.....Dewey C. Newton
Chief Engineer.....A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc.....Power: 250 Watts d., 250 Watts n.
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address .....Magnolia Ave.
Phone Number 1622
Transmitter Location.....Magnolia Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Station Representative.....Avery-Knodel
President.....Mrs. John C. Bell
Gen., Sta. Mgr.....John E. Bernhard, Jr.
Prog., Pub. Dir.....Frankie C. Walker
News Director.....Bob Herrington
Chief Announcer.....Bob Sheppe
Chief Eng., Farm Editor.....Ernest Raistrick

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....P. O. Box 240
Phone Number 7-4747-8
Transmitter Location.....Gandy Blvd.
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB
Gen., Sta. Mgr.....George D. Robinson
Commercial Manager.....Vera New
Pgm. Dir., Chief Engr.....Louis J. Link
Chief Announcer.....Burl McCarty
Consulting Engineer.....McNary & Wrathall

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.
Business-Studio Address.....Times Bldg.
Phone Number 7-8108
Transmitter Location.....Gandy Blvd.
News Service.....INS, UP
Transcription Service.....World, Capitol
Representative .....H-R
Membership .....NARTB, BAB
President .....Nelson Poynter
V.P., Gen. Mgr.....F. J. Kelly
Comm. Mgr.....L. L. Wildman
Chief Announcer.....Walt Swihart
Prom., Prog. Dir.....Jack Faulkner
Chief Engineer.....William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Myron A. Reck
Business Address.....Box 1541
Phone Number 999
Studio-Transmitter.....1110 E. First St.
Air Time .....Unlimited
Representative .....Hil Best
News Service .....UP
Gen., Sta., Prom. Mgr.....Myron A. Reck
Comm. Mgr.....Dick Aiken
Prog., Prod., News Dir..J. Marion Harman, Sr.
Chief Engineer.....Emerson Browne

WKXY

SARASOTA—1949—LBS-KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Business Address.....P. O. Box 2431
Phone Number 3666
Representative .....Hil Best
News Service .....AP
Transcription Service .....Standard
Gen. Mgr., Chief Engr.....A. G. Fernandez
Station Manager.....Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....City Island
Phone .....Ringling 6-8811
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....BAB
President.....Robert C. Jones, Jr.
General-Station Manager....John B. Browning
Comm. Mgr.....J. McC. Miller
Pgm., Prod. Dir.....David Hale
Publicity Director.....Ruth E. Hearn
Music Director.....Margaret Fleischman
Chief Engineer.....James E. Grant
Consulting Engineer.....O. K. Garland

WJCM

SEBRING—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Highlands Bcstg. Co.
Business Address.....P. O. Box 233
Phone Number 81811
Representative .....Best
Transcription Service .....Standard

SARASOTA'S Sales Equal to City More Than Twice Its Size With WSPB, Market Is Even LARGER . . . Adds Up to Rich Share of Florida's Sales

Shoppers from outlying communities swell Sarasota's retail sales to more than double average volume — 106% above the national average!

Sarasota reaches a two-county area with more than $73,000,000 retail sales.

SARASOTA'S OUTSTANDING SALES PERFORMANCE

Sarasota ranks 116 in population (among 353 cities in the under-25M population group), BUT 39 in total Retail Sales. . . . IN FLORIDA, Sarasota is 17 in population among all cities, BUT 14 in total Retail Sales. . . .

WSPB — CBS RADIO
SARASOTA, FLORIDA

Represented by JOHN E. PEARSON COMPANY
New York • Chicago • Kansas City

News Service ..... UP
President ..... Henry L. Jollay
Gen., Comm., Mgr., Chf. Eng... J. R. H. Wilson

WTAL

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc..... Power: 5000 Watts
Owned-Oper. By..... John H. Phipps Radio Stations
Business Address..... P. O. Box 989
Phone Number 2-1270
Studio Address..... Cherokee Hotel
Transmitter Location..... Lake Bradford
News Service ..... AP
Transcription Service ..... World
Representatives ..... Blair, Cummings
President..... John H. Phipps
General Manager..... L. Herschel Graves
Program Director..... Joe Hosford
News Director..... Bob Delaney
Chief Engineer..... W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By.... Tallahassee Appli. Corp.
Business-Studio Address..... Duval Hotel
Phone Number 2-1450
Transmitter Location..... East Park Ave.
News Service ..... UP
Transcription Service ..... Associated
Representative..... Thomas F. Clark
President..... Frank W. Pepper
Comm., Gen. Mgr..... Frank W. Hazelton
Chief Engineer..... Charles Clifton

WALT

TAMPA—1946—LBS

Frequency: 1110 Kc..... Power: 1000 Watts d.
Owned-Operated By... W. Walter Tison tr/as Tampa Broadcasting Company
Address..... 401 W. Tyler St.
Phone 2-7921
News Service ..... AP
Transcription Service ..... Langworth
Station Representative ..... Pearson
Pres., Gen., Sta., Comm. Mgr.. W. Walter Tison
Program Dir..... C. W. Geer
Publicity Director..... Coburn Gum
Chief Announcer..... Gene Garcia
News Director..... Bill Mackechnie
Chief Engineer..... J. B. Tison
Consulting Engineer..... Kear & Kennedy

WDAE

TAMPA—1922—CBS (RADIO)

Frequency: 1250 Kc..... Power: 5000 Watts
Owned-Operated By..... Tampa Times Co.
Business Address..... P. O. Box 2409, 114 N. Franklin St.
Phone Number 2-2911
Studio Address..... Tampa Times Bldg.
Transmitter Location..... Forrest Hills Country Club Area
Air Time ..... Unlimited
Newspaper Affiliation.... Tampa Daily Times
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Katz
Membership ..... NARTB
President..... David E. Smiley
Gen.-Sta.-Comm. Mgr..... L. Spencer Mitchell
Prog.-Prod.-Publicity Dir... Kenneth W. Skelton
Chief Announcer..... S. J. Fleischman
Chief Engineer..... William Pharr Moore
Consulting Engineer..... Paul Godley

WEBK

TAMPA—1950

Frequency: 1590 Kc.... Power: 1000 Watts d.
Owned-Operated By..... Hillsboro Bcstg. Co.
Address..... 1521 E. Broadway
Phone Number 4-3982
News Service ..... INS
Co-Owners..... E. P. Martin, Mrs. Alpha Martin, Elmo B. Kitts
President..... E. P. Martin
Vice-President..... Mrs. Alpha Martin
Gen. Mgr., Chf. Engr..... Elmo B. Kitts
Program Director..... Bob Martin

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts
Owned-Operated By..... Tribune Co.
Business Address..... P. O. Box 1410
Phone Number 2-7788
Transmitter Location..... East Entrance Campbell Causeway, Columbus Dr.
Air Time..... 6 a.m.-12:05 a.m.
News Service ..... UP
Transcription Service... Thesaurus, Lang-Worth
Representative.. John Blair, Harry E. Cummings
Membership ..... NARTB
Sta-Gen. Mgr..... Charles G. Baskerville
President..... John C. Counal
General Manager..... George W. Harvey
Sales Prom. Mgr., Pub. Dir..... Tom Matthews
Prog.-Prod. Director..... Paul M. Jones
Chief Announcer, Farm Editor..... Mardi Liles
News Director..... Fred Reiter
Chief Engineer..... Joseph Mitchell
Consulting Engineer... Garrison & Associates

WHBO

TAMPA—1948

Frequency: 1050 Kc..... Power: 250 Watts d.
Owned-Operated By..... Harold A. Dunlap
Business Address..... 8122 Nebraska Ave.
Phone Number 33-2251
Transmitter Location..... 10001 Florida Ave.
Air Time..... Local sunrise-sunset
News Service ..... AP
Representative..... Hil F. Best
General Manager..... Harold A. Dunlap

Program Director.....Ellen Sauls
Chief Engineer.....Lawrence Castro
Consulting Engineer.....E. C. Page

WIRK

WEST PALM BEACH—1947—MBS FBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....715 S. Flagler Drive
Phone Number 2-1744
Transmitter Location.....S. Military Trail
Air Time .....Unlimited
News Service .....INS
Transcription Service.....Associated
Representative .....Cooke
Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
Pgm. Prod. Dir.....James C. Steele, Jr.
Chief Engineer.....William P. Heitzman
News, Farm Editor.....Jack MacCormack
Consulting Engineer.....James C. McNary

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address...1500 N. Flagler Dr.
Phone Number 2-3638
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Robert Meeker
Membership .....NARTB
President .....Marshall Heminway
Gen.-Sta. Mgr.....J. Stanley O'Neill
Chief Engineer.....Warren Spencer

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business Address.....P. O. Box 633
Phone Number 32-561
Transmitter Location.....Lake Howard Dr.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Representative.....Devney & Co.
President.....Frederick L. Allman
Gen., Sta. Manager.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig
Consulting Engineer.....Dixie McKey

GEORGIA

Pop. April 1, 1952 (Est.) 3,586,000 — Total Housing Units 966,896
Families April 1, 1952 (Est.) 891,000 — Stations in State 76

WALB

ALBANY—1941—ABC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Transmitter Location.....Leesburg Road
Phone Number 1590
News Service .....AP
Transcription Service.....World
Representative .....Burn-Smith
President.....James H. Gray
Commercial Manager....Mrs. Mildred N. Huie
Station Manager.....Tommy Stillwagon
News Editor.....Don Ferrandou
Chief Engineer.....Ben R. Wills
Farm Editor.....J. D. Davis

WGPC

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone Number 1370
Transmitter Location.....Gillionville Road
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta.-Comm.-Sales Prom. Mgr.....L. M. George
Program, News Director.....Walter H. Flint
Chief Engineer.....Redus A. Carlton
Farm Editor.....Bill Fowler

WDEC

AMERICUS—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone Number.....3681-3682
Transmitter Location.....McGarrah St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service .....Capitol
Representative .....Continental
Pres., Gen. Mgr.....James R. Blair
Sta., Comm. Mgr.....Charles C. Smith
Chief Engineer.....John Rivard

WGAU

ATHENS—1938—CBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick & Company

Business-Studio Address.....Bobbin Mill Road
Phone Number 1741-2
Transmitter Location.....Bobbin Mill Road
Air Time.....6:35 a.m.-12:05 a.m.
News Service .....AP
Gen., Sta., Comm. Mgr.....R. Lewis Doster
Sales Promotion Mgr.....Burl Womack
Program Dir.....Mary L Betts
Publicity Director.....George Pettett
Chief Announcer.....Chuck Martin
News Director.....E. A. Thilenius
Chief Engineer.....Bill Evans

WRFC

ATHENS—1948

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Phone Number.....446-7
Studio-Transmitter Location.....Lake Road
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....UP
Transcription Service.....Associated
Membership .....NARTB, BAB
Representative...Clayton Agency (Southeast)
Pres., Gen., Sta. Mgr.....L. H. Christian
Comm., Sales Prom. Mgr...Charles A. McClure
Program Director.....Mary Anne Martin
Prod., Music. Dir.....Franklin Butler
Publicity Director.....Bill Simpson
Chief Announcer.....Frank Harmon
News Director.....H. Randolph Holder
Chief Engineer.....L. D. Drewry
Farm Editor.....R. D. Stephens
Consulting Engineer.....W. J. Holey

WGST

ATLANTA—1923—MBS-ABC

Frequency: 820 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By....Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg.,
Phone Number.....Walnut 8441
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP
Representative....Blair; Coleman (Southeast)
Chairman Bd. of Regents.....F. M. Spratlin
General Manager.....John Fulton
Asst. Mgr., Chief Engr.....Ben Ackerman
Sales Promotion Manager.....Paul Sanford
Pgm., Prod. Dir.....Jack Kelly
Publicity Director.....Judson Moses

...Let's Compare WGST's...

COVERAGE · AUDIENCE · RATES

COST PER THOUSAND

With the other established media in Atlanta

36 COUNTY TRADING ZONE

*	165,610 RAD. HOMES
†	165,300 CIRCUL.
‡	104,000 TV SETS

* BMB 1949
† ABC 1949
‡ Estimated by TV stations April, 1951

WGST .54 cents per 1,000 listeners
NEWSP $1.43 per 1,000 readers
TV $2.42 cents per 1,000 viewers.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fort Industry Co.
Bus.-Studio Address....1018 W. Peachtree St.
Phone Number.....Emerson 2541
Transmitter Location.....North Druid Hill Rd.
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BMB
President.....George B. Storer, Sr.
V.P. & Gen. Mgr.....James E. Bailey
Natl. Adv. Mgr.....Claude H. Frazier
Sales Prom. Mgr., Pub. Dir.....Para Lee Brock
Prog., Prod. Dir.....Don Naylor
Musical Director.....Mary Burtzloff
Chief Engineer.....George R. Smith
Farm Editor.....Dale Clark

WATL

ATLANTA—1931—LIBERTY

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....Henry Grady Bldg.,
Phone Number.....Walnut 4377
Transmitter Location.....Log Haven Drive
Air Time.....6 a.m.-M.
News Service .....UP, INS
Representative .....Hollingberry
President .....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Sta. Mgr., Sls. Prom.,
Prog. Dir.....J. O. Hardin, Jr.
Commercial Manager....James A. Davenport
News Director.....Lee Nance
Chief Engineer.....G. C. Livingston, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Mike Benton
Bus.-Studio Address...Georgian Terrace Hotel
Phone Number.....VErnon 1194
Transmitter.....467-469 W. Peachtree St., N.E.
News Service .....AP
Representative .....Burn-Smith
President .....Mike Benton
Commercial Manager.....Stan Raymond
Manager.....H. S. Langham
Pgm., News Dir.....Bob McGarrity
Chief Engineer.....Howard J. Parrish
Traffic Director.....Jewell Camp

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....WEAS, Inc.
Address.....217 W. Ponce de Leon Ave.
Phone Number.....Dearborn 2521
Transmitter Location....Lawrenceville Hiway
News Service .....INS
Representative .....Forjoe
President.....E. D. Rivers, Jr.
Vice-President.....W. H. Keller, Jr.
Sta. Mgr., Prog. Dir.....Warren Roberts
Comm. Mgr., Pub. Dir.....Nedom L. Angier
Sales Promotion Mgr.....Imogene Jones
Prod. Dir., Chief Anncr.....Ned Lukens
News Director.....Kurt Alexander
Musical Director.....Betty Moore
Chief Engineer.....Les Gradick
Farm Editor.....Channing Cope
Consulting Engineer.....Kear & Kennedy

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number.....Lamar 0666-7-8
Transmitter Location....Fairmount Street, NW
Representative .....Interstate
Membership .....NARTB, BAB
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr.....J. B. Blayton, Jr.
Program Dir.....A. Kenneth Knight
Chief Anncr., News Dir.....R. Brisendine
Chief Engineer.....William F. Kennedy

AP SELLS

For Stations and Sponsors —

For instance . . . WDEC

"AP is as necessary to us as our transmitter. Sponsors want prestige and listener appeal. Associated Press news gives them both—plus a mass of listeners who are conscious of the product advertised. Also, AP news gives our 'casts high ratings."

CHARLES C. SMITH,
General Manager,
WDEC, Americus, Georgia

Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb — The Voice of the South

wsb-tv — World's tallest TV tower

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co., Inc.

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-Sunset
News Service.....UP
Transcription Service.....World, Capitol
Station Representative .....Pearson
Owner, Gen. Mgr.....R. W. Rounsaville
Station, Comm. Mgr.....Don Mitchell
Program Dir.....Bob Corley
Chief Anncr., News Dir.....Herb Harris
Chief Engineer.....Paul Cram
Consulting Engineer.....John H. Mullaney

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....ELgin 6711
Transmitter Location.....Tucker
Air Time.....5:15 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager....Vincent C. Piano
Program Director.....Marcus Bartlett
Publicity Director.....Wayne L. Anderson
News Director.....Walter Paschall
Chief Engineer.....C. F. Daugherty
Farm Editor.....Lee Morris
Consulting Engineer.....Frank McIntosh

WAUG

AUGUSTA—1951—LBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Garden City Bcstg. Co.
Address.....Bon Air Hotel
Phone Number 6-1053
News Service .....AP
Representative .....Augusta Sales
Partners.....Melvin Purvis, Geo. Nicholson, Chester Jones
General Manager.....George Fisher
Prom., News Dir.....Fred J. Runde Jr.
Chief Engineer.....Ted R. Woodard

WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Representative .....Walker
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Sales Prom. Mgr., Prod. Dir.....John G. Lyon
Chief Anncr., Prog. Dir.....Edward H. Dunbar
Chief Engineer.....Marvin Tarpley
News Director.....Fred Runde

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone Number.....2-2692
Transmitter Location.....Martinez
News Service.....UP
Transcription Service .....RCA
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Comm. Mgr. (Local).....Martin E. White
Program Dir.....Warren Hites
Prod. Dir., Chief Anncr.....John Francis
News Director.....John Barnes
Chief Engineer.....John Jopling
Farm Editor.....J. W. Chambers

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Address .....WJBF Bldg.
Phone Number.....4-2421
Transmitter Location.....Sunset Ave.
Air Time.....6:00 a.m.-M.
News Service.....UP
Representative .....Hollingberry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Commercial Manager.....Steve Manderson
Production Director.....John Vance
Chief Announcer.....Hugh Allson
Chief Engineer.....Ernest Swint

WRDW
AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Business-Studio Address....8th & Broad Streets
Phone Number 2-8805
Transmitter Location.....Berckmans Rd.
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
President.....Ernest D. Black
General Manager.....W. R. Ringson
Commercial Manager.....M. C. Gregory
Pgm., News Dir.....Frank F. Hubbs
Farm Director.....Raymond Culpepper
Chief Engineer.....Rabun F. Bobo

WMGR
BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Decatur Bcstg. Co.
Address.....P. O. Box 348
Phone Number 777
General Manager.....Thomas R. Hanssen
Commercial Manager.....Charles W. Dowdy
Pgm., News Dir.....Joe Hill
Promotion Manager.....John A. Dowdy
Chief Engineer.....Harry Hutto

WGIG
BRUNSWICK—1949—ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone Number 2714
Transmitter Location.....Blythe Island
News Service .....AP
General Manager.....Hugh K. Tollison
Commercial Manager.....John Lane
Pgm. Dir., Prom. Mgr.....W. Eddie Wade
Chief Engineer.....Herman Lange
Farm Director.....Marvin Massey

WMOG
BRUNSWICK—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Coastal Bcstg. Co., Inc.
Address.....P. O. Box 572
Phone Number.....1500
News Service.....UP
Transcription Service .....Lang-Worth
President.....Alma W. King
Gen.-Comm. Mgr.....Kenneth E. White
Chief Engineer.....Cecil Tankersley

WGRA
CAIRO—1950—LBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.

WHAT COUNTS?

MARKET? Georgia's third market . . . and growing rapidly to be Georgia's second market!

EXPERIENCE? Augusta's pioneer station, over twenty-one years of broadcasting!

HOOPER? The highest Hooperated station in the Augusta area, both daytime and night!

POWER? Augusta's most powerful voice . . . five thousand watts both daytime and night!

MERCHANDISING? Complete merchandising facilities and fulltime staff!

THE STATION
MOST AUGUSTA PEOPLE LISTEN TO MOST

WRDW

REPRESENTED NATIONALLY BY HEADLEY-REED

CBS RADIO—AUGUSTA, GA.

Address .....Bainbridge Rd.
Phone Number 439
Transcription Service .....Standard
News Service .....UP
President.....Geise Dozier Jr.
General Manager.....Jim Honey
Commercial Manager...William C. Woodall Jr.
Program Director.....Kenneth E. Flynt
Promotion Manager.....Byron Hurst
Chief Engineer.....Gregg Strang

WLBB

CARROLLTON—1947—LBS-KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address...Peoples Bank Bldg.
Phone Number 980
Transmitter Location.....Cedar St.
Membership ..... NAB
General Manager.....W. Ryan Frier

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Transmitter Location .....Cartersville
Phone Number 1200
News Service .....UP
Transcription Service .....Lang-Worth
President, General Manager....W. Ryan Frier
Commercial Manager.....Minor C. Shadburn
Program Director.....Martha Sullins
Chf. Engr., Farm Editor.....J. T. Norton
News Director.....James Hale

WGAA

CEDARTOWN—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Timm Inc.
Business-Studio Address.....West Ave.
Phone Number.....Cedartown 777
Transmitter Location.....Rome Highway
News Service.....AP
Transcription Service .....World
President.....B. F. J. Timm
Gen., Comm. Mgr.....Dale Smith
Program Director.....Fred Webb
News Director.....Eddie Lynch
Farm Director.....Bob McGonagle
Chief Engineer.....Ray Relihan

WDAK

COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone Number.....5447
Transmitter Location.....Brickyard Road
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley Reed
Membership .....NARTB, BAB
President-General Manager..Allen M. Woodall
Sta., Sales Prom. Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Pgm., Prod., Pub. Dir.....Joe Byars
Chief Anncr., News Dir.....William Henry
Musical Director.....Loretta Exum
Chief Engineer.....Max F. Harper

WGBA

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Transmitter Location.....Morris Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, RCA
Representative ..... Branham
Membership .....NARTB, BAB
President.....A. H. Chapman
General Manager.....Walter M. Windsor
Commercial Manager.....A. H. Haack, Jr.
Program Director.....W. L. Gramer
Chief Announcer.....Ralph Burgess
News Director.....Philip Kriegler
Musical Director.....Merle Garrett
Chief Engineer.....William R. Atkinson
Consulting Engineer.....A. D. Ring

WRBL

COLUMBUS—1928—CBS
GEORGIA SPORTS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address....1350 - 13th Ave.
Phone Number.....2-0601
Transmitter Location.....Phenix City, Ala.
News Service.....INS, UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Executive Manager.....J. W. Woodruff, Jr.
Station Manager.....G. A. Gingell
Commercial Manager.....B. Ed Johnson
Pgm., Prod. Dir.....George Gingell
News Director.....George Theeringer
Chief Announcer.....Bill Mitchell
Chief Engineer.....J. A. Gamble

(*See next page*)

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number 666
News Service .....UP
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Sales Manager.....O. Grady Cooper
Program Dir.....Bryant Lane
Chief Engineer.....George Jim Martin

WRBL 1st STATION

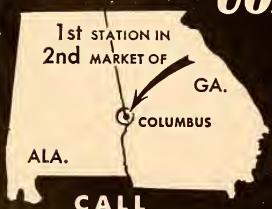
WEEKDAY MORNINGS	32.7
WEEKDAY AFTERNOONS	48.1
SUNDAY AFTERNOONS	37.4
EVENINGS	45.1
TOTAL RATED TIME PERIODS	43.0

COLUMBUS 2nd MARKET

METROPOLITAN AREA

POPULATION	180,900
RETAIL SALES	$132,332,000
EFFECTIVE BUYING INCOME	$187,314,000

5 KW IN COLUMBUS, GA.



WRBL

CALL HOLLINGBERY

AND WRBL-FM 46.2 KW

WMOC

COVINGTON—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.The Covington News Inc.
Business Address .....Covington
Phone Number 2275
Studio-Transmitter Location.....Monticello St
News Service.....UP
Transcription Service...World, Capitol, SESAC
President.....Belmont Dennis
Commercial Manager.....W. Thomas Hay
General Manager.....Rich Richards
Sports Director.....S. G. Turner
Program Director.....W. I. Allgood
Chief Engineer.....Jim Rodgers
Farm Editor.....Leo Mallard

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address....111 South Fentz St.
Phone Number 1180
Transmitter Location.....River Bend Rd.
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BMB
President.....H. C. Kenemer
Gen. Sta. Mgr.....William B. Davies
Program Director.....Bernice Ewton
News Director.....James L. Clark
Chief Engineer.....John S. Andrews
Consulting Engineer.....Claude Gray

WDWD

DAWSON—1948—LBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Parrott Road
Phone Number 416
News Service .....UP
Transcription Service.....Standard
President.....Ed Stevens
General Manager.....W. C. Woodall, Jr.
Pgm., Prod., News Dir.....Bill McGuirt
Comm., Prom. Mgr.....George Burton, Jr.
Chief Engineer.....Joe Stephens

WGLS

DECATUR—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Add....546 N. McDonough St.
Phone Number .....Crescent 6471
Transmitter Lication.....Northern Ave.,
News Service .....UP
Transcription Service .....Standard
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr.....Sam W. Kane
Comm. Sales Prom. Mgr.....Al Ciraldo
News Dir., Chief Anncr.....Tom Nolan
Chief Engineer.....Sam Dillard
Musical Director.....Frank Stiteler

WDMG

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address.....620 E. Ward St
Phone Number.....564
Transmitter Location.....Alma Highway
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Dora C. Dodson
Membership .....NARTB, BAB
President.....Downing Musgrove
General Manager.....B. F. J. Timm
Musical Director.....George Dunaway
Chief Engineer.....Stanley H. Strickland
Consulting Engineer.....Claude M. Gray

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Dublin
Phone Number 871
Studio-Transmitter Location.....Franklin St.
News Service.....AP
Transcription Service .....World
Representative.....Continental Radio Sales
President.....George T. Morris
Vice-President.....W. Newton Morris
Program Director.....W. C. Courson
General Manager.....Roy M. Hubbard
Chief Engineer.....Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By....James S., Doris R. Rivers
Address.....P. O. Box 72
Phone Number.....Fairfax 4343
Transmitter Location.....Dotson Drive
News Service .....UP
President.....James S. Rivers
Gen., Comm. Mgr.....Willard Belote
Chief Engineer.....Wm. J. Hill, 3rd

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
News Service .....AP
Representative .....Continental Radio Sales
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.

Address .....600 Roanoke Dr.
Phone Number 2077-8
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Transcription Service .....Capitol
President .....Otto Criner
Gen., Sta., Comm. Mgr.....Al H. Evans
Prog., Prod., Pub. Dir.....Armine H. Wood
Chief Anncr., Engr.....Charles E. Player
News Director.....Jack Wilkerson
Musical Director.....Elva Snowden
Consulting Engineer.....Claude Gray

WFPM

FORT VALLEY—1951—LBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address .....Roberta Rd.
Phone Number 84
News Service .....UP
President .....Ed Stevens
General Manager.....W. C. Woodall Jr.
Comm. Mgr., Farm Dir.....Olyn L. Gee
Sales Manager.....Cecil Grider
Program Director.....Orson Swindle
Chief Engineer.....Charlie Parish

WDUN

GAINESVILLE—1949—LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone Number 2341
Transmitter Location .....Tower Heights
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Transcription Service .....World
Representative .....Metropolitan
Membership .....NARTB, BAB
President.....Paul C. Plaginos
General Manager.....John W. Jacobs, Jr.
Commercial Manager.....Joe Franklin
Station Manager.....Julius Still
Program Director.....Dean Stobbe
Chief Engineer.....Lesley P. Brooks
Consulting Engineer.....Chambers & Harrison

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....P. O. Box 654
Phone Number.....1600
Studio-Transmitter Location....2400 Athens Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Representative.....Dora Dodson Agency
Pres., Gen. Mgr.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Robert Schwab
Musical Dir.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....P. O. Box 155
Phone Number 5507
Transmitter Location .....Griffin
News Service .....AP
President, General Mgr.....A. W. Marshall, Jr.
Comm. Mgr., Pgm. Dir., Chief Engr.
G. H. Whitley, Jr.

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number 71
Studio-Trans. Location.....Bowerville Hiway
News Service.....UP
Transcription Service .....Capitol
President.....Louie L. Morris
Exec. Vice-Pres.....Max G. Pfaender
Asst. Mgr., Prom. Mgr., Pgm. Dir....Joe Wilder
Chief Engineer.....Broadus McLane

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Phone Number.....2444, 2232
Transmitter Location.....Waycross Highway
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....Dora C. Dodson
General Manager.....W. G. Thomas
Sta., Comm. Mgr.....George Thompson
Chief Engineer.....Arthur L. Manning
Consulting Engineer.....Claude Gray

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number.....3505
Transmitter Location.....LaGrange
Air Time.....6 am.-M.
News Service.....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Roy C. Swank
General-Station-Commercial
Manager.....Edwin Mullinax
Program Director.....John Boggess
Publicity Director.....Fayzelle Scarborough
Musical Director.....William Hyde, Jr.
Chief Engineer.....James McKay
Farm Editor.....Joe Hawkins
Consulting Engineer.....Walter Holey

WBML

MACON—1940—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Phone Number 3-5454
Transmitter Location.....8th & Cherry St.
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....E. D. Black
General Manager.....Charles W. Pitman
Station Manager.....John Bartlett
Commercial Manager.....Walter Graham
Prog., Pub., News Dir.....Richard Johnson
Chief Announcer.....Tommy Snellgrove
Musical Director.....Mary H. Richardson
Chief Engineer.....H. S. Goodrich
Consulting Engineer.....George Davis

WIBB

MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number 2-2505
Transmitter Location.....Millirons Road
News Service .....UP
Pres., Gen. Mgr.....Thomas H. Maxwell
Assistant Manager.....George W. Patton

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Business-Studio Address....Bankers Insurance Bldg.
Phone Number 2-7373
Transmitter Location.....Forsyth Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....BAB
Pres., Chief Engineer.....George P. Rankin
Gen., Sta. Mgr.....Wilton E. Cobb
Sales Prom., Comm. Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
News Director.....Ben Chatfield
Chief Announcer.....Lloyd Harris
Farm Editor.....D. F. Bruce
Consulting Engineer.....George C. Davis

WNEX

MACON—1945—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 5-3301
Transmitter Location.....Rogers Ave.
Air Time.....5:45 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
President .....Ed Lowe
General-Station Manager.....Alfred Lowe
Comm., Sales Prom. Mgr.....Marion Weaver
Program Director.....Virginia Flint
Chief Announcer.....Ed Sharpe
Chief Engineer.....Charles A. Walker
Consulting Engineer.....George Davis

WFOM

MARIETTA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Chattahoochee Bcstrs.
Business Address..So. Cobb Dr., P. O. Box 131
Phone Number 1746
Studio-Transmitter Location.....So. Cobb Dr.
News Service .....AP
President.....Fred B. Wilson
General Manager.....Albert L. Jones
Program Director.....John Bacheller
News Dir.....Bill Scott
Chief Engineer.....Chuck Strauss

WMVG

MILLEDGEVILLE—1946—MBS-KBS GALS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address.....P. O. Box 307
Phone Number 250
Transmitter Location.....Fishing Creek
Air Time.....7:00 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Irene Griffith
Membership .....NARTB
President (Owner).....Jere N. Moore
Gen., Sta., Comm. Mgr.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—1939—LBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Moultrie
Phone Number 999
Transmitter Location.....Tifton Hiway
News Service .....UP
Representative .....Thomas Clarke
Owner.....John F. Pidcock
Station, Comm. Mgr.....Roy F. Zess
Chief Engineer.....Lamar Beaty

WCOH

NEWMAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.

Business-Studio Address.....11 Court Sq.
Phone Number 1400
Transmitter Location.....Line St.
News Service .....AP
Transcription Service .....World
President.....D. T. Mamget
Gen., Comm. Mgr.....J. H. Beard
Chief Engineer.....Walter O. Welch

WLAQ

ROME—1947—KBS-ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Phone Number 7767
Transmitter Location.....Hanks St.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
V.P., Gen. Mgr.....James F. Mann
Station, Sls. Prom. Mgr.....Lee Mowry, Jr.
Commercial Manager.....Martha Daniel
Prog., News Dir.....Clarence Salmon
Chief Engineer.....Dan Scott
Consulting Engineer.....Weldon & Carr

WRGA

ROME—1930—MBS-GSN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....501 Broad St.
Phone Number 2-2411
Transmitter Location.....Off Summerville Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NARTB, BAB
President.....Mrs. John W. Quarles
General Manager.....Mather Payne
Commercial Manager.....Pinkie Talley
Prom. Mgr.....Cap Hicks
Prod., Pgm. Dir.....Jim Roberts
Publicity Director.....Bill Hart
Chief Announcer.....Ben Lucas
News Director.....Cap Hicks
Musical Director.....Kitty Alford
Chief Engineer.....Sox Starr
Consulting Engineer.....W. J. Holey

WROM

ROME—1946—LIBERTY

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number 2-0833
Transmitter Location.....Cooper Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Dora Clayton
President .....Dean Covington
Gen., Prom. Mgr.....Edward N. McKay
Program Director.....Charlie Doss
Chief Engineer.....Thomas Robertson

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943
Phone Number 2-4182
Transmitter Location.....West Gwinnett St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin
Sales Prom. Mgr.....Charles Lipton
Program Director.....Charles Beresford
Publicity Director.....Al Jennings
Production Director.....Larry Picus
Chief Engineer.....William Moats
Consulting Engineer.....Kear & Kennedy

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807
Transmitter Location.....E. Perry Lane
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB-BAB
Pres., Gen. Mgr.....H. Blair Minick
Commercial Manager.....Robert Finch
Program Director.....Milton Bellah
Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 3-9642
Transmitter Location.....E. Perry Lane
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Thomas F. Clark
Pres., Gen. Sta. Mgr., Pgm. Dir..John F. Pidcock
Comm., Sales Prom. Mgr.....John Williams
Chief Engineer, News Dir.....James M. Wilder
Consulting Engineer.....George C. Davis

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address.....128 W. Taylor St.
Phone 4-7264
Transmitter Location.....Hutchinson Island
Air Time.....Daytime
News Service .....AP
Representative .....Forjoe

President.....E. D. Rivers, Jr.
Vice-President.....W. H. Keller, Jr.
Comm., Sales Prom. Mgr.....Abe Eisenman
Sta. Mgr., Prog. Dir., Chf. Ancr.....J. L. Woods
Production Director.....Lew Banks
Publicity Director.....Frank Freeman
News Director.....Dennis Brown
Musical Director.....Shirley Collins
Chief Engineer.....Robert Rivers
Farm Editor.....Channing Cope
Consulting Engineer.....Kear & Kennedy

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number 3-0234
Transmitter Location.. ...Oatland Island
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm. Mgr.....Don Jones
Sales Mgr.....Robert W. Ward
Pgm., News Dir.....Robert Shipley
Pub. Director.....Mary Keating
Chief Announcer.....Norman Strand
Musical Director.....Jewell Casey
Chief Engineer.....M. E. Thompson
Farm Editor.....Bob Noble
Consulting Engineer.....A. Earl Cullum

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone Number 2-0172
Transmitter Location.....Anderson Rd.
Air Time.....5 a.m.-12:10 a.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr...William T. Knight, Jr.
Commercial Manager.....Ben Williams
Sales Promotion Mgr.....Courtney Knight
Pgm., Pub. Dir.....Dwight J. Bruce
Production Director.....Ben H. Quick
Musical Director.....Harriett Tuttle
News Director.....Wm. D. Randall
Chief Announcer.....W. O. King
Chief Engineer.....Kyle E. Goodman
Consulting Engineer.....George C. Davis

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
Phone Number 502
Studio-Transmitter Location.....E. Olliff St.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
General Manager.....R. H. Thompson
Sta. Mgr., Chief Engr.....Jack LoPresti
Program Director.....J. H. Watson
Consulting Engineer.....Claude M. Gray

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Box 213
Phone Number 295
News Service .....UP
President.....E. C. Pesterfield
General Manager.....William B. Farrar
Program Director.....Laurence Keown
Chief Announcer.....Curley Kinsey
Chief Engineer.....James S. Stowers, Jr.
Consulting Engineer.....Kear & Kennedy

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address .....Covena Road
Phone Number 2011
Transcription Service.....Lang-Worth, Capitol
News Service .....UP
Partner, Gen. Mgr.....Jack A. Thompson
Program Director.....Sally Evans
Chief Announcer.....Joe Beaumont
Chief Engineer.....John H. Wisely
Farm Editor.....Bill Polk
Consulting Engineer.....Claude M. Gray

WSFT

THOMASTON—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....P. O. Box 689
Phone Number 1300
Transmitter Location.....Hightower Rd.
Air Time .....Daytime
Transcription Service .....World
News Service .....AP
President.....R. E. Hightower
Staff General Manager.....S. J. Carswell
Commercial Manager.....C. T. Thames
Program Director.....Bill Heule
Chief Engineer.....R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Business-Studio Address.....Bank of Thomas County Bldg.
Phone Number 1501
Transmitter Location.....Pavo Hway.
Air Time .....Daytime
News Service .....UP

Transcription Service.....World, Thesaurus
Representative.....Thomas F. Clark, Dora Clayton
Pres., Gen. Mgr.....W. F. Scott, Jr.
Commercial Manager.....L. T. Porter
Chief Engineer.....Bruce E. Singleton
Chief Announcer.....A. R. Wass

WPAX

THOMASVILLE—1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number 909
Transmitter Location.....117 Remington Ave.
News Service .....UP
Transcription Service .....Capitol
Owner, Gen. Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bill Kelly
Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business-Studio-Transmitter Address .....215 Lumpkin St.
Phone Number 777
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Edgar H. Kobak
Chief Engineer.....Edward Williams, Jr.

WWGS

TIFTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Phone Number.....921
Bus.-Transmitter Location.....800 S. Main St.
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
President.....W. A. Graham
Gen., Comm. Mgr.....James E. Graham
Program Director.....Carl Wandell
Chief Announcer.....Oscar Newsom
Chief Engineer.....W. C. Roberts

WLET

TOCCOA—1941—MBS-KBS-GALS-GSN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address....423 Prather Bridge Rd.
Phone Number 544
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Thomas F. Clark
President.....R. G. Letourneau
Gen., Sta. Mgr.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Publicity Director.....Etheldra Davis
Prod., News, Music Pgm. Dir....Roy E. Gaines
Chief Announcer.....Bill Storr
Chief Engineer.....J. Carl Meeks
Consulting Engineer.....W. J. Holey

WGAF

VALDOSTA—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Phone Number 910
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McKenny
Pres., Gen. Mgr.....George B. Cook
Farm Director.....Bob Rogers
Chief Engineer.....N. V. Pieler

WGOV

VALDOSTA—1941—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WGOV, Inc.
Address.....Daniel Ashby Hotel
Phone Number 1420
Transmitter Location .....Kinderlou
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative.....John E. Pearson, Dora Clayton
President.....E. D. Rivers, Jr.
General Mgr.....A. B. Smith
Program Director.....Jack Jackson
Prod., News.....Vince Randolph
Publicity Director.....Betty Frwis
Chief Announcer.....Wes Hendricks
Chief Engineer.....William Keller

WVOP

VIDALIA—1946—LBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address.....Box 391, Mt. Vernon Rd.
Phone Numbers.....327, 693, 698
Transmitter Location .....Vidalia
Air Time.....6:28 a.m.-10:15 p.m.
News Service .....UP
Transcription Service.....World, Cole
Membership .....NARTB
Business Manager.....Howard C. Gilreath
Gen., Sta., Comm. Mgr.....H. C. Gilreath, Jr.
Sales Promotion Mgr.....R. S. Bryant
Prog., Prod. Dir.....Nell Wincham
Publicity Director.....R. E. Ledford
News Director.....Charles Rollinson
Chief Announcer.....Loren Dorough
Musical Director.....Lulu Mae Leverette
Chief Engineer.....H. L. Dorough
Consulting Engineer.....George C. Davis

WACL

WAYCROSS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Teletronics Inc.
Address .....Carswell Ave.
Phone Number 3068
News Service .....AP
Transcription Service .....Lang-Worth
President.....James S. Rivers
Comm., Prom. Mgr.....E. K. Avriett Jr.
Program Director .....Bob Lay
News Director.....Paul T. Hayes
Chief Engineer.....Loyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone Number 965
Transmitter .....Waycross
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Hal Holman
Membership .....NARTB, BAB
President .....Jack Williams
Gen., Sta., Comm. Mgr.....John J. Tobola
Sales Prom., Mgr.....Tommy Edwards
Production Director.....Curt Frazier
Publicity Dir.....Dorothy Smith
Chief Anncr., Pgm. Dir.....Ray Williamson
News Director.....Charles R. Witt
Chief Engineer.....Curtis Frazier
Farm Editor.....Malcolm Thomas
Consulting Engineer.....Nathan Williams

WRLD

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone Number 2-2771
Studio-Transmitter Location.....Lanett, Ala.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph H. McGillvra
President.....J. C. Henderson
General Manager.....Paul E. Reid
Publicity Director.....Jay H. Lamb
Sales Promotion Mgr.....Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....R. R. Magill
Consulting Engineer.....Claude Gray

IDAHO

Pop. April 1, 1952 (Est.) 608,000 — Total Housing Units 189,601
Families April 1, 1952 (Est.) 173,000 — Stations in State 23

KBLI

BLACKFOOT—1951—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Blackfoot Bcstg. Co.
Address .....Blackfoot
Phone Number 780
Owner.....William I. Palmer
General Manager.....Arlond T. Christensen
Commercial Manager.....Carl Winther
Chief Engineer.....Gerald W. Peterson

KDSH

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number 6820
Transmitter Location..Meridian, 8 Mi. S.W. of Boise
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NARTB, BAB
President .....Saul Haas
General Manager.....Westerman Whillock
Sta., Comm. Mgr.....Earl Glade, Jr.
Local Sales Mgr.....George Ganz
Musical Director.....Bob Salter
Chief Announcer.....Ross Woodward
News Director.....Charles Platt
Farm Editor.....Darwin Dodds
Chief Engineer.....James A. Johntz

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
Phone Number 533
Transmitter Location.....5601 Cassia
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Frank C. Carman
General Manager.....Milo J. Petersen
Production Director.....Don Bish
Chief Engineer.....Manson McClure
Farm Editor.....LeRoy O'Loughlin
Consulting Engineer.....Grant Wrathall

KIDO

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Business-Studio Add...Chamber of Comm. Bldg.
Phone Number 660
Transmitter Location.....10½ Mi., S.W. Boise
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service.....Standard, Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....Hugh Shelley
Program Dir.....Jack Link
Chief Announcer.....Gene Perkins
Chief Engineer.....Harold W. Toedemeier
News Director.....Rulon Bradley
Consulting Engineer.....Commercial Radio

KBIO

BURLEY—1947

ABC-ROCKY MT. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KBIO, Inc.
Business-Studio Address.....P. O. Box 461
Phone Number 10
Transmitter Location.....1½ Mi. W. of Burley
News Service .....UP
Transcription Service .....World
Representative.....Donald S. Cooke
President.....Jessica L. Longston
Gen. Mgr., News Dir.....K. Clark
Program Director.....Barbara Anderson
Chief Engineer.....Edwin C. Miller

KCID

CALDWELL—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business-Studio Address..520 So. Kimball Ave.
Phone Number 9-7444
Transmitter .....Franklin Lane
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....Up
Transcription Service .....World
Representative .....Walter Biddick
President.....J. T. La Fond
Sta., Gen., Comm. Mgr.....H. R. McCosh
Pgm., Farm Editor.....Andrew Grant
Chief Announcr., News Dir.....Bab Callendar
Chief Engineer.....Henry Paul
Consulting Engineer.....James A. Johntz, Jr.

KVNI

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....The Coeur d'Alene Bcstg.
Business-Studio Address.....Blackwell Island
Phone Number 900
Transmitter Location.....Blackwell Island
Air Time.....7 a.m.-11 p.m.
Transcription Service .....Capitol
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Burl C. Hagadone
Sta., Comm., Prom. Mgr.....Wayne E. Olsen
Pgm. Prod., Pub. Dir., Asst. Mgr....Bernard V. Merriman

KID

IDAHO FALLS—1928

MBS-INTERMOUNTAIN NET

Frequency: 590 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Park & C St.
Phone Number 4
Transmitter Location.....Ririe Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World
Membership .....NARTB
President.....A. W. Schweider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Program Director.....Roy Southwick
Chief Engineer.....Carrol Secrist
Consulting Engineer.....Weldon & Carr

KIFI

IDAHO FALLS—1946—ABC-MBS

INTERMOUNTAIN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....339 Broadway
Phone Number 1054
Transmitter Location....N. Yellowstone Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Pres., Gen. Mgr.....J. M. Brady
Prod., Prom. Mgr.....Jim Butler
Program Director.....Hal Simmons
Chief Engineer.....George Stone
Farm Editor.....David Lewis
Consulting Engineer.....Grant C. Wrathall

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 1950
Transmitter Location.....Lewiston Orchards
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative.....W. S. Grant
Membership .....NARTB, BAB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Thomas Decker
Program Director.....Bill Dodel

Sales Prom. Mgr.....Al Nelson
Chief Announcer.....Hugh McIntosh
News Director.....Jack Clifford
Chief Engineer.....Gene Wilson
Farm Editor.....Irv Falling
Consulting Engineer.....Al Sparling

KRPL

MOSCOW—1947—KBS-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Radio, Inc.
Business Address. P. O. Box 396
Phone Number.....Moscow 2283
Studio-Transmitter Location.....Route 3
News Service .....AP
Transcription Service .....SESAC
Representative..Walter Biddick (Pacific Coast)
Membership .....NARTB, BAB
President.....Ted R. Farrier
Gen., Sta. Mgr., Pgm. Dir. ....Bert McAllister
Comm., Sales Prom. Mgr.....W. L. Hopkins
Chief Engineer.....Herbert D. Young

KFXD

NAMPA—1930—MBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
Phone Number 6-4611
Transmitter Location.....Near Meridan
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....BAB
President.....E. E. Coleman
General Manager.....Edward P. Hurt
Sta., Comm. Mgr.....D. A. Cain
Prog., Prod. Dir.....Shirl Black
Chief Engineer.....G. M. Rose

KEYY

POCATELLO—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Radio & Telev. Bcstg. Co. of Idaho
Address.....1140 Yellowstone Ave.
Phone Number 1240
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President.....F. M. Bistline
Gen., Comm. Mgr.....Louis F. Haller
Pgm. Dir., Prom. Mgr.....Doris MacBride
Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Hotel Whitman
Phone Number 4000
Transmitter Location.....Pocatello
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription.Standard, Lang-Worth, Thesaurus
Representative .....Walker
Membership .....NARTB, BAB
President.....O. P. Soule
Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call
Consulting Engineer..Comm. Radio Equpt. Co.

KWIK

POCATELLO—1946—ABC-MBS
INTERMOUNTAIN

Frequency: 1440 Kc.....Power: 1000 Watts
Owned By.....Eastern Idaho Bcstg. & TV Co.
Business-Studio Address.....Hotel Bannock
Phone Number 3400
Transmitter Location.....Pole Line Rd.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
President.....James M. Brady
General Mgr.....Charles Crabtree
Commercial Manager.....Don W. Burden
Prom. Mgr., Pgm. Dir.....Dick Wright
News Director.....John Sucky
Chief Engineer.....Delbert Williams
Consulting Engineer.....Grant C. Wrathall

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....17 North St.
Phone Number 600
Transcription Service..Lang-Worth, Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....N. Pratt Smith
Program Dir.....Bob Gregg
Chief Engineer.....Kenneth F. Smith

KRXK

REXBURG—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Snake River Radio & TV Co., Inc.
Address .....Box 301
Phone Number 700
News Service .....AP
Transcription Service.....Capitol, Thesaurus
President.....Dr. M. F. Rigby
Gen. Mgr., Chf. Engr.....Howard R. Chapman
Commercial Manager.....Merrill L. Skinner
Program Director.....Bruce Hymas

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Business Address.....Dover Rd.
Phone Number 555
News Service .....UP
Transcription Service .....Standard
Pres., News Dir., Gen. Mgr.....Norman Bauer
Sta., Comm. Mgr.....Jack Hatch
Program Director.....Ione Bauer
Chief Engineer.....William Frey

KLIX

TWIN FALLS—1946—MBS-ABC INTERMOUNTAIN—DON LEE

Frequency: 1310 Kc...Power: 5000 d., 1000 n.
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio Transmitter....Elizabeth Blvd.
Phone Number 2820
Air Time.....5 a.m.-1:30 a.m.
News Service .....AP
Transcription Service....Capitol, MacGregor, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
V.P., Gen. Sta., Mgr., Pub. Dir. Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Director.....Don Allen
Production Director.....Eddie Gish
Chief Announcer.....Don Flinders
News Director.....Bob Brashear
Musical Director.....J. Hill
Chief Engineer.....Lloyd James
Farm Editor.....Hoily Houfberg
Consulting Engineer .....Wrathall

KTFI

TWIN FALLS—1928 NBC-UTAH-IDAHO

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number 2400
Transmitter Location.....Curry
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership .....NARTB, BAB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Pgm., Pub., Prod. Dir.....Richard Bingham
Musical Director.....Lenore Parker
Chief Announcer.....Jack Farrar
News Director.....Bonnie Baird
Chief Engineer.....Marvin Hartley
Consulting Engineer.....McIntosh & Inglis

KVMV

TWIN FALLS—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business Address.....P. O. Box 511
Phone Number 2002
Studio-Transmitter.....Blue Lakes Blvd. N
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....World
President.....D. Spencer Bros.
Exec. Vice-Pres.....Arch L. Madsen
Sta., Comm. Mgr.....Dewain Sylvester
News Director.....Jack Hughes
Pgm. Dir., Chief Engineer.....Al Lee
Publ., Music Director.....Clair Halverson

KWAL

WALLACE—1939—MBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business Address .....Osburn
Phone Number 8-2111

Studio Address.....Wallace; Kellogg
Transmitter Location .....Osburn
Transcription Service .....World
Representative .....Holman
Membership .....NARTB
President.....Dr. J. R. Binyon
Gen., Sta. Manager.....R. G. Binyon
Program Director.....George Shreve
Production Director.....Jane Cantrell
News Director.....Violet Hultner
Chief Engineer.....G. Turner Dreher
Consulting Engineer.....Myron Sargeant

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone Number 700
Transmitter...1 Mi. S. Weiser, Hway. No. 30
News Service .....AP
Transcription Service .....Standard
President .....Frank Gwilliam
Gen Mgr., Chf. Engr.....James H. Carlson
Pgm., News Dir.....Leo Ellsworth
Commercial Manager.....Walter Lake

ILLINOIS

Pop. April 1, 1952 (Est.) 9,107,000 — Total Housing Units 2,679,283
Families April 1, 1952 (Est.) 2,566,000 — Stations in State 75

WOKZ

ALTON—1948

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Operated By .....WOKZ. Inc.
Address .....Hotel Stratford
Phone Number 3-5506
Transmitter Location.....Grafton Road
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
Station Rep. .....Joseph Hershey McGillvra
Membership .....BAB
President.....Edward A. Wheeler
Gen. Sta., Comm. Mgr.....William R. Tedrick
Sales Prom. Mgr.....Allan Riehl
Program Director.....Robert F. Morey
Production Director.....Virginia Stewart
Publicity Director.....Jack Adams
Chief Anncr., Farm Editor.....Clyde Wiseman
News Director.....Allen Riehl
Musical Director.....Allen Walker
Chief Engineer.....C. L. Kennedy

WMRO

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts. d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number 4215
Transmitter Location.....Hurd's Island
News Service .....INS
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cofey
Program Music Director.....Jack Anderson
Production Director.....Ralph Faucher
Publicity Director.....Jeanne M. Doran
Chief Announcer.....James O'Brien
Chief Engineer.....John Kitner
Consulting Engineer.....Robert Greenslaugh

WAVA

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ava Bcstg. Co.
Address .....Ava
Phone Number 3311
News Service .....UP
Transcription Service .....SESAC
Co-o.. Gen. Mgr., Pgm., Farm Dir.
Leonard F. Johnson
Co-o.. Comm. Mgr.....Leonard F. Johnson
Promotion Manager.....Glenn Hardestil
Chief Engineer.....Lester Bilderback

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number 5000
News Service .....AP
Transcription Service .....World
Representative .....Hal Holman
Membership .....NARTB. BAB
Pres., Chief Engineer.....Marvin Mollering
Gen. Sta. Mgr., Pgm. Dir.....Paul O. Godt
Comm., Prom. Mgr., Pub. Dir...Clarence Keller
Chief Anncr., News Dir.....Ted Beinert
Farm Editor.....Tom Murray
Consulting Engineer.....Fred O. Grimmwood

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone Number 5281
Transmitter Location.....R.R. No. 2
Air Time .....Unlimited

News Service ....UP
Transcription Service ....Thesaurus
Representative....John E. Pearson
Membership ....NARTB, BAB
President....Loring C. Merwin
General Sta., Manager...Warner C. Tidemann
Commercial Manager....Harry Swift
Program Director....Fred Muxfeld
News Director....Keith Bright
Chief Engineer....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By....Oscar C. Hirsch
Business Address....Box 311
Phone Number 1490
Studio-Transmitter Location ....Patierdale
Air Time ....6 a.m.-11 p.m.
News Service ....UP
Representative ....John E. Pearson
Membership ....NAB, BAB
Owner....Oscar C. Hirsch
Gen.-Station-Comm. Mgr....Merrill C. Currier
Program Director....Charles Housewright
Chief Engineer ....Oscar C. Hirsch

WBYS

CANTON—1947

Frequency: 1560 Kc....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Lynn Limits
Phone Number 1877
Air Time ....Sunrise-Sunset
News Service ....AP
Transcription Service....Lang-Worth, World
President....H. R. Winsor
General Sta., Manager....Bill Richardson
Commercial Manager....Robert L. Burns
Sales Promotion Mgr....Eugene Mayall
Prog., Pub. Dir., Farm Editor....Don Ruyle
Chief Announcer....Randall C. Furnace
News Director....Al Horrigan
Chief Engineer....Clovis Sadler

WCIL

CARBONDALE—1946—LBS

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address....219 W. Main St.
Phone Number 167
Transmitter Location..1 Mi. W. of Carbondale
News Service ....AP
Transcription Service ....Thesaurus
Pres., Gen. Mgr., Chf. Engr....Paul F. McRoy
Commercial Manager....Walter Schafer
News Director....Ralph Wain

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc. ....Power: 1000 Watts
Owned-Oper. By ....Carmi Bdcstg Co.
Address ....101 South Walnut Street
Phone Number 4161
Trans. Loca. ..U. S. Hgy 460, 1 M. W. of Carmi
News Service ....UP
Transcription Service....Lang-Worth, SESAC
Representative ....Sears & Ayer, Inc.
Membership ....NARTB, BAB
President ....Roy Clippinger
General Manager ....Thomas S. Land
Commercial Manager....Fred Wilkerson
Program Director ....Garnet Williams
News Director ....John W. Berry
Chief Engineer....Gene McLin
Consulting Engineer....Lynn C. Smeby

WCAZ

CARTHAGE—1921

Frequency: 990 Kc....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Studio Address....502 Wabash Ave.
Phone Number 520
Air Time ....Daytime
Representative ....Holman
President ....Bob Compton
Manager ....John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By....WCNT, Inc.
Business-Studio-Transmitter....Hway. 51 N.
Phone Number 5151
News Service ....UP
Transcription Service ....Standard
President, Gen. Mgr....George F. Isaac
Comm., Sta. Mgr. ....Merle G. Rogers
Program Director....Bill Lytle
Publicity Director ....Pete Brown
Chief Engineer ....Dwight North

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address ....48 Main St.
Phone Number 6-1855
Studio-Transmitter....1.3 mile S. of city
Air Time....7 a.m.-10.45 p.m.
News Service ....UP
Transcription Service ....World
Representative...Robert Meeker & Associates
Membership ....NARTB
General Manager....J. A. McDermott
Station Manager....Marc Howard
Chief Engineer....Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By....Corn Belt Pub., Inc.
Business Address....221 N. LaSalle St.
Phone Number ....Randolph 6-1932
Studio Address....LaSalle-Wacker Bldg.
Transmitter Location..Exchange Bldg., Union Stock Yards

News Service ..... UP
Transcription Service ..... Standard
Representative ..... John E. Pearson Co.
President ..... Ward A. Neff
General Manager ..... W. E. Hutchinson
Commercial Manager .... John E. Halleman Jr.
Promotion Manager ..... Fred Bauman
Program Director ..... Bill Baver
Chief Engineer ..... Carl W. Ulrich
News Director ..... Dick Winters

WAIT

CHICAGO—1941

Frequency: 820 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Radio Station WAIT
Bus.-Studio Address ..... 75 E. Wacker Dr.
Phone Number ..... Franklin 2-0660
Transmitter Location ..... Elmhurst
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Young
President ..... Gene T. Dyer
Gen., Comm. Mgr. ..... Thomas L. Davis
Program Director ..... Del Hester
Chief Engineer ..... Edward W. Jacker

WBBM

CHICAGO—1923—CBS RADIO

Frequency: 780 Kc. ..... Power: 50,000 Watts
Owned By ..... CBS, Inc.
Operated By ..... CBS Radio Division
Address ..... 410 N. Michigan Ave.
Phone Number ..... Whitehall 4-6000
Transmitter Location ..... Itasca
Air Time ..... Sunrise-Unlimited
News Service ..... AP, INS, UP
Transcription Service ..... Lang-Worth
Representative ..... CBS Radio Spot Sales
President ..... Frank Stanton
Vice-Pres., Gen. Mgr. ..... H. Leslie Atlass
Asst. Gen. Mgr. ..... E. H. Shomo
Sales Promotion Manager ..... Dave Kimble
Program Director ..... Al Bland
News Director ..... Julian Bentley
Chief Engineer ..... George Sherman
Farm Editor ..... Harry Campbell

WCFL

CHICAGO—1926—ABC-LBS

Frequency: 1000 Kc. ..... Power: 50,000 Watts
Owned-Operated By .. Chicago Federation of Labor
Business-Studio Address .. 666 Lake Shore Dr.
Phone Number ..... MOhawk 4-2400
Transmitter Location ..... Downers Grove
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Bolling
President ..... William A. Lee
Gen., Sta., Comm. Mgr. ..... Arthur F. Harre
Prog., Prod. Dir. ..... Robert A. Platt
Publicity Director ..... Louise Sasso

LOWEST COST

of any 50,000 Watt Chicago station per 1,000 tuned-in homes!

Contact Radio Representatives, Inc. 480 Lexington Avenue, New York, N. Y. or Station WCFL for full information.

WCFL
666 Lake Shore Drive, Chicago, Ill.
50,000 Watts Day and Night 1000 on the Dial
Affiliated with LBS

In Chicago, it's WGN... 5 *to* 1!

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

WGN... Your Basic Buy . . . *reaching more homes per week than any other Chicago station*

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 228 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 508 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

Chief Announcer.....Norman Pierce
News Director.....Vic Barnes
Musical Director.....Lee Petrillo
Chief Engineer.....Charles E. Willett
Consulting Engineer.....Walter Kean

WCBD

CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....2714 Enoch Ave., Zion
Phone Number 521
Studio Address.....c-o Station WAIT
Transmitter Location .....Elmhurst
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

WCRW

CHICAGO—1926

Frequency: 1240 Kc....Power: 100 Watts, d.
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....EAstgate 7-6860
Pres.-Owner-Chief Engr.....Clinton R. White
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time .....Unlimited
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Prom., Pgm., Prod., Pub. Dir. Chief Anncr., News Dir. .....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Ansel Wayne Smith

WENR

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Transmitter Location.....Tinley Park
News Service.....AP, INS
Transcription Service .....Standard
Representative.....ABC Spot Sales
President (ABC).....Mark Woods
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.
Station-Comm. Mgr.....Edward Lynch
Sales Promotion Manager.....Dean D. Linger
Program Director.....Richard Woollen
Production Director.....Burr E. Lee
Publicity Director.....Ell W. Henry
News & Sports Events.....Con O'Dea
Musical Director.....Rex Maupin
Chief Engineer.....Ed Horstman
Farm Editor.....Keith Beecher

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
Transmitter Location.....8601 South Kedzie
News Service.....UP
Transcription Service .....Associated
General Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone Number .....SU 7-0100
Transmitter Location .....Roselle
Newspaper Affiliation...The Chicago Tribune
Air Time.....24 hrs.
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NARTB, BAB
President.....Col. Robert R. McCormick
General Sta. Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Production Director .....Glenn Ransom
Publicity Director.....James Hanlon
Supervisor of Anncrs.....Win Jolly
News Director .....Robert F. Hurleigh
Musical Director.....Henry Weber
Dir. of Engineering.....Carl J. Meyers
Farm Editor .....Norman Kraeft

WHFC

CHICAGO—1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address..3350 S. Kedzie Ave., Chicago 23, Ill.
Phone Numbers.....Cliffside 4-7411, Townhall 3-6305
Trans. Loca. ....3350 S. Kedzie Ave., Chicago
Air Time .....7 a.m.-12 m.
News Service .....UP
Pres.-Gen. Mgr.....Richard W. Hoffman
Station Manager.....Marie E. Clifford
Program Director.....F. Matthews
Musical Director .....Frank Linhart
Chief Engineer.....Elmer P. Hayes
Consulting Engineer.....G. Gillett

WIND

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Johnson Kennedy Radio Corp.

What DO YOU WANT IN 1952?

IF IT'S DISTRIBUTION...

A manufacturer selling through grocery outlets established distribution of his product in various important Chicago chain groups through use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

IF IT'S "IN-STORE" CO-OPERATION...

The successful WLS Summer Food Promotion Plan (OPERATION GROCER) through co-operation with eight leading Food Groups offers food advertisers extensive merchandising in 2,300 Chicago area grocery stores. The Plan brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

IF IT'S DIRECT, TRACEABLE SALES...

An insecticide company with a product selling at $2.98 got impressive sales at a cost-per-order of only 38¢ . . . 13% of the sales price! Another company sold $19,974.45 worth of its product directly through use of a series of WLS early morning programs! Here is proof of a responsive audience . . . the power to produce tangible results!

What we did in the cases above cited—no different from what we did for countless others in 1951, and in the many years preceding—we can do for you in 1952. Ask us—or your John Blair man—for details.

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

Bus.-Studio Address....400 N. Michigan Ave.
Phone Number.....WHitehall 4-2170
Transmitter Location.....Black Oak, Ind.
Air Time .....Unlimited
News Service.....AP, UP
Representative.....AM Radio Sales
President.....John S. Knight
General-Station Mgr.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Prom. Mgr., Pgm. Dir. ....H. Leslie Atlass, Jr.
Production Director.....Walter Rubens, Jr.
Publicity Director.....Greta Morgan
News Director .....Jim Dale
Chief Engineer.....Kenneth C. Shirk
Consulting Engineer.....E. C. Page

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By....Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Transmitter Location.....Desplaines
Air Time.....4 a.m.-sundown
News Service .....UP
Transcription Service.....Standard, Capitol, RCA, World
Representative .....Avery-Knodel
Membership .....NARTB, FMA
President.....Marshall Field
Gen.-Sta. Mgr., Pgm. Dir....Frederick G. Harm
Commercial Manager.....Robert W. Ward
Sales Prom. Mgr.....Tex Frenkel
Production Director.....Carl Warner
Publicity Director.....Dick McNeeley
Chief Announcer.....Carl Warner
News Director.....Al Parker
Musical Director.....Don Lavery
Chief Engineer.....Walter F. Myers
Farm Editor.....Chuck Bill
Consulting Engineer.....George Davis

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Business Address....1230 Washington Blvd.
Phone Number .....MO 6-9700
Air Time....Mon. thru Fri: 10 hrs., Sat., 19 hrs.
Transmitter Location .....Tinley Park
News Service.....AP, UP, Overseas N.
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Sales. Prom. Mgr. ....Warren W. Middleton
Program Director.....Harold Safford
Publicity Director .....John Drake
Musical Director.....Osgood Wesley
Chief Engineer.....Thomas Rowe
Farm Editor.....Arthur Page
Consulting Engineer.....Jansky & Bailey

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Transmitter Location .....Elmhurst
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....NBC
Membership .....NARTB
President .....Joseph McConnell
V.P.-General Manager.....Harry Kopf
Commercial Manager.....Howard Meyers
Sales Promotion Manager.....John Keys
Program Manager.....Homer Heck
Publicity Director.....Jack Ryan
News Director.....William Ray
Music Supervisor.....Don Marcotte
Chief Engineer.....Howard Luttgens
Farm Editor.....Paul Visser

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....MOnroe 6-9060
Transmitter Location ....2400 W. Madison St.
News Service .....UP
Transcription Service .....SESAC
Representative .....Forjoe
Gen. Mgr., Pgm. Dir.....Robert O. Miller
Commercial Manager.....Julius Miller

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number 305
Transmitter Location....Rt. 51, 4 Mi. S. City
News Service .....UP
Representative .....Holman
President .....J. R. Livesay
Gen., Sta. Mgr.....Rolland O. Looper
Comm. Mgr.....James Williams
Program Director .....Frank C. Jennings
News Director.....Bill Ward
Musical Director.....John Barton
Chief Engineer .....R. O. Looper

WDAN

DANVILLE—1938—CBS

Frequency: 1480 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington Ave.
Phone Number 1700-1
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard

Representative .....Everett-McKinney, Inc.
Membership .....NARTB, BAB
Gen., Sta.-Comm. Mgr.....Robert J. Burow
Program Director .....Honore E. Ronan
Chief Announcer .....Max Shaffer
Chief Engineer.....T. G. Magin

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Transmitter ..4 Mi. SW of Decatur, RR No. 4
Phone Number 3-9744
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Program Director .....William F. Miller
Chief Anncr.....Hugh Gray
News Director.....Wick Evans
Chief Engineer.....A. James Ebel
Farm Editor.....Marty Roberts
Consulting Engineer..Craven, Lohnes & Culver

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Phone Number 5371
Studio-Transmitter..Route 58 at N. Jasper St.
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Weed
Membership .....NARTB, BAB
President.....Frederick W. Schaub
General Manager.....Merill Lindsay
Prom., Comm. Mgr. .....Charles F. Bruce
Program Director.....Jay Giles
Station Supervisor.....Milburn H. Stuckwish
Chief Engineer.....Allan Doyle
Consulting Engineer.....Kear & Kennedy

WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address.....153 N. Third St.
Phone Number 2677
Transmitter Location.....N. First St. Rd.
News Service .....AP
Transcription Service .....Lang-Worth
President .....George Spitz
Gen., Farm Dir.....R. C. Brown
News Director.....Don Ulery
Chief Engineer.....Zenophon Beake

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....5th & Broadway
Phone Number.....Bridge 4625
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
President.....Alvin O. Eades
General Manager.....Frank J. Prendergast
Asst. Manager.....Elmer Willrich
Program Director.....Betty Prescott
News Director.....Gene Clayton
Chief Engineer.....Erle E. White

WCRA

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address ..110 N. Banker St.
Phone Number 1090 1
Transmitter Location....1 m. S. of Effingham
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Cole, Capitol
Membership .....NARTB
President.....Joseph E. McNaughton
Gen., Sta., Comm. Mgr.....Joseph M. Sutter
Program Dir., Farm Ed.....James W. Claar
Chief Announcer.....Curt Marshall
News Director.....Zona B. Davis
Chief Engineer.....G. S. Kregotis
Consulting Engineer.....S. J. Franklin

WRMN

ELGIN—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address .....156 Division Street
Phone Number 6930
Transmitter Location .....Route 58
News Service .....UP
Transcription Service .....Lang-Worth
Representative ....Joseph Hershey MvGillvra
Co-Owner....F. F. McNaughton, Julia T. McNaughton, William D. McNaughton, Joseph E. McNaughton.
Program Director.....Helen Blackman
News Director.....Mary Geertz

WNMP

EVANSTON—1946

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Transmitter Location ....Rear 2201 Oakton St.
Air Time .....Sunrise-sunset
News Service .....INS
Transcription Service .....Capitol
Membership .....NARTB, BAB

President.....Fred S. Newton
Gen., Comm. Mgr.....Angus D. Pfaff
Production Director.....Lee P. Mehlig
Chief Announcer.....Mel Conner
Musical Director .....Julia Norris
Chief Engineer.....Ivan Bukovsky
Consulting Engineer.....A. J. Cruentz

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone Number .....State 436
Transmitter Location 1¾ Mi. NE of Freeport
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Pres., Gen. Mgr., Chief Engr.
Vincent S. Barker
Comm. Mgr., News Dir.....Dave Taylor
Program Director.....Ralph Reynolds

WGIL

GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Transmitter Address .....312 Hill Arcade
Phone Number 4626
Air Time.....6 a.m.-M.
News Service .....UP
Transcritpion Service .....Thesaurus
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
Sta., Gen. Mgr. .....Robert W. Frudeger
Commercial Mgr.....Roger L. Hoffman
Prog., Prod., Mus. Dir.....Cy Nelson
Publicity Director.....Howard Frederick
Chief Anncr., News Dir.....Ken Schleifer
Chief Engineer .....Douglas H. Horner
Farm Editor.....A. R. Kemp
Dir. of Advt.....George F. Thoma
Consulting Engineer.....James Ebel

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone Number 28
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Representative .....George O. Sutton
Membership .....NARTB, BAB
President.....J. M. Pruett
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr., Farm Editor..Ken Hamilton
Program Dir.....Norma Alexander
Production, Music Director.....Dorice Turner
Chief Announcer .....Ed Wise
News Director.....Bill Baker
Chief Engineer.....Elmer L. Gladson
Consulting Engineer.....John B. Caraway

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number 382
Transmitter Location.....2.2 Mi. N. of Herrin
Air Time.....5:30 a.m.-10:45 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Orville W. Lyerla
Gen.-Station-Comm. Mgr.....Charles R. Cook
Local Sales Manager .....Fred Simmons
News Director.....Chet Townsend
Musical Director.....Frank E. Elders
Chief Engineer.....Ryburn Yandell

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Jacksonville Radio & TV B'csting Corp.
Business-Studio.....Illinois Theater Bldg.
Phone Number 1180
Transmitter Location.....Old State Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Hal Holman
Membership .....NARTB
President.....Robert A. Fay
V.-P., Gen., Sta. Mgr.....R. Karl Baker
Prog., Prod. News Dir.....T. J. Fairburn
Chief Announcer.....Ken Lambert
Musical Director.....Virginia Colwell
Chief Engineer.....G. J. Cassens
Farm Editor.....E. H. Garlich
Consulting Engineer.....F. O. Grimwood Co.

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone Number 4761
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Holman
Membership .....BAB
President .....Calvin Wilson
Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
Publicity Dir.....Marion Warner
Prog., Prod. Dir.....Eileen Caron
Chief Announcer.....Scott Dilworth
News Director .....Glenn Logan
Musical Director.....Gladys Farrington
Chief Engineer.....Lester DeCosta
Consulting Engineer.....Andrew & Co.

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone Number 3-6633
Transmitter Location .....R. R. 1
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative .....Hal Holman
Membership .....NARTB
General Manager .....Burrel Small
Station Manager.....Bruce Brown
Commercial Manager.....Robert Hawkins
Program Director.....Orren Allain
News Director.....Ted Parker
Chief Engineer .....Richard Eckels

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By....The La Grange Bcstg. Co.
Address .....Route 1
Gen. Mgr., Chief Engr.....Russ Salter
Partner .....Charles Sebastain
Commercial Manager.....Marvin Gray
Program Director.....Edward Jaeger
Chief Anncr., News Dir.....Stanley Noyes

WLPO

LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
Phone Number 3100
Transmitter Location.....Near Oglesby
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....RCA, Thesaurus
Membership .....NARTB, BAB
President .....Peter Miller
General-Commercial Mgr.....William Holm
Prod., Pgm. Dir.....William Kostellic
Pub., News Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann
Consulting Engineer.....Fred O. Grimwood

WPRC

LINCOLN—1947

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....P. O. Box 37
Phone Number 209
Trans. Location .....Stringer Ave. & Route 66
Air Time .....Sunrise-Sunset only
News Service .....AP
Transcription Service .....Lang-Worth
Representative Membership....Rambeau, BAB
Pres., Gen. Sta. Mgr.....Ray F. Knochel
Commercial Manager.....Saunders Devine
Sales Prom. Mgr.....J. Evans Crowell
Prog., News Dir.....William H. Brady
Publicity Director.....John H. Deal
Chief Announcer.....Earle Layman
News Director.....Lawrence Schroyer
Chief Engineer.....Donald Thompson
Farm Editor.....Tom Campbell
Consulting Engineer.....Harold Rothrock

WSMI

LITCHFIELD—1950—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Phone Number 100
News Service .....AP
President.....Hayward L. Talley
Vice-President.....Thomas F. Payton, Jr.

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number 1350
Transmitter ....McDonough Co. Fair Grounds
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Langworth, Capitol
Membership .....NARTB
President.....Wm. E. Schons
Gen., Sta., Comm. Mgr.....Lyle B. Landis
Sales Prom. Mgr.....Gene Larsen
Prog., Pub. Dir., Farm Ed.....Gene Spry
News Director.....Caryl Carstens
Musical Director.....Darlene Shields
Chief Engineer.....Earl E. Tipton
Consulting Engineer.....Fred O. Grimwood

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Marion Bcstg. Co.
Business Address.....P. O. Box 228
Phone Number 824
News Service .....AP
Transcription Service .....Associated
Representative.....Sears & Ayer
Station Manager.....George W. Dodds
Commercial Manager.....Bill Dill
Sales Prom. Mgr.....Warren J. Thompson
Chief Announcer.....Merle Emery
News Dir., Farm Editor.....Don Wesley
Chief Engineer.....Orval J. Jackson
Consulting Engineer.....Fred O. Grimwood

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number 6464
Transmitter Location.....Hway. 45
Air Time.....Local sunrise-local sunset
News Service .....AP

Transcription Service .....Standard
Representative .....Holman
Membership .....NARTB, BAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Promotion Manager.....Dwain Bower
Program, News Director.....Robert Gwess
Women's Director.....Phyllis Knight
Musical Director.. .....Ken Jakle
Chief Engineer.....Ray Livesay
Farm Editor.....Alvin Pigg

WMOK

METROPOLIS—1951—LBS

Frequency: 920 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....Natl. State Bank Bldg.
Phone Numbers 775-6
Transcription Service .....Thesaurus
New Service .....UP
Gen., Sta., Comm. Mgr.....James H. Firmin
Prog., Prod. Dir.....J. R. Wetherington
Chief Announcer.....James Hankins
News Director.....Edwin E. Hill
Musical Director.....Donald Haverkamp
Chief Engineer.....Stephen C. Wolf
Farm Editor.....Gilbert Webb
Consulting Engineer.....Fred O. Grimwood

WQUA

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.Quad-City Bcstg. Corporation
Address .....1319 5th Avenue
Phone Number 7000
Transmitter Location .....7th Street Ext.
Air Time.....5 a.m.-12 M
News Service .....AP
Transcription Service .....Capitol
Representative.....Geo. P. Hollingberry Co.
President .....Dalton A. LeMasurier
Exec. V. P., Gen. Mgr. ...G. LaVerne Flambo
Commercial Manager .....W. John Grandy
Program Director.....Carter Reynolds
Publicity Director.....Louise Murphy
News Director.....Glen Broughman
Chief Engineer.....Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By
..... J. R. Brewer & S. B. Bellinger
Phone Number 937
Air Time .....Daytime
News Service .....UP
President.....James R. Brewer

AP SELLS

For Stations and Sponsors—

For instance . . . WIND

"I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts."

JOHN T. CAREY,
Sales Manager,
WIND, Chicago, Illinois

Gen., Sta. Mgr. ..... Stephen P. Bellinger
Asst. Manager ..... Vernon Nunn
Program Director ..... Eugene Garrett
Chief Announcer ..... Harold Richardson
News Director ..... Elba Talley
Chief Engineer ..... Raymond G. Luth

WMIX

MT. VERNON—1946—LBS

Frequency: 940 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .. Mt. Vernon Radio & Tel. Co.
Address ..... 121 N. 9th St.
Phone Number 3500
Trans. Location ..... Salem Road
Air Time ..... Sunrise-Sunset
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson Co.
President ..... John Russell Mitchell
Gen., Sta., Comm. Mgr. ..... James E. Muse
Pgm. Dir., Chief Annor. ..... Jim Purser
Production Director ..... Jim McKinney
News Directo- ..... Don Michael
Musical Director ..... Mildred McGill
Chief Engineer ..... Gerald L. Stout
Consulting Engineer ..... A. A. Ring

WOPA

OAK PARK—1950—LBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Village Bcstg. Co.
Address ..... 408 S. Oak Park Ave.
Phone Number ..... VI 8-5760
Transcription Service ..... Associated
News Service ..... UP
President ..... William L. Klein
General Manager ..... Egmont Sonderling
Program Director ..... Martin Bouhan
Chief Engineer ..... Bryan Wright

WVLN

OLNEY—1947

Frequency: 740 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Olney Bcstg. Co.
Business-Studio Address ..... 302½ E. Main St.
Phone Number 935
Transmitter Location ..... 1 Mi. S. of Olney
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Hal Holman
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Marshall H. Poole
Prog., Prod., News Dir. ..... Bert DeBarr
Chief Announcer ..... Sid Perry
Chief Engineer ..... Paul Hartsey
Musical Director ..... Joe Kosak

WPRS

PARIS—1951

Frequency: 1440 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Paris Bcstg. Corp.
Address ..... 2 Mi. W. Paris on State Rd. 133
News Service ..... AP
Transcription Service ..... Capitol
Pres., Gen. Mgr. ..... Adlai C. Ferguson Jr.
Pgm., News Dir. ..... Bud Sunkel
Chief Engineer ..... William Hunt

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .... Pekin Bcstg. Co., Inc.
Business-Studio Address ..... 15 S. Capitol St.
Phone Numbers 3400-01
Transmitter ..... Midway bet. Pekin & Peoria
Air Time ..... 6:30 a.m.-local sunset
News Service ..... AP
Representative ..... Hal Holman
Membership ..... NARTB
Pres., Gen.-Sta. Mgr. ..... W. Kenneth Patterson
Commercial Manager ..... Margaret M. Horner
Sales Prom. Mgr., Pub. Dir. ..... George Udry
Program Director ..... Robert R. Snow
Production Director ..... Phillip Strand
News Director ..... Phillip Strand
Musical Director ..... Charles Timm
Chief Announcer ..... Stuart Armstrong
Chief Engineer ..... W. K. Patterson
Consulting Engineer ..... Fred O. Grimwood

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. ..... Power: 1000 Watts
Owned-Operated By ... West Central Bcstg. Co.
Phone Number 3-3688
Transmitter Location ..... Bartonville
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... World
Representative ..... Headley-Reed
Membership ..... NARTB, BAB
President ..... Sen. Robert S. Kerr
General Manager ..... Dean McGee
Sta., Comm. Mgr. ..... Fred C. Mueller
Program Director ..... Robert Burton
Publicity Director ..... Dorothy Klaus
News Director ..... Larry Finley
Chief Engineer ..... Wayne Lovely
Consulting Engineer ..... McIntosh & Inglis

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Illinois Valley Bcstg. Co.
Business-Studio Address .. 115 N. Jefferson Ave.
Phone Number 4-9239
Transmitter Location .... Groveland Township
Air Time ..... 5 a.m.-M.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Avery-Knodel
President ..... Timothy W. Swain
General Manager ..... Tom Gavin
Commercial Manager ..... Joe Faulkner

Pgm., Prod. Dir. ..... Paul Boles
Publicity Director ..... Lloyd Harvey
Chief Announcer ..... Robyn Weaver
News Directors ..... Ralph Smith (day), Tom Connor (night)
Chief Engineer ..... Rudolph Luukinen
Farm Editor ..... Dick Herm

WMBD

PEORIA—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Operated By ..... Peoria Brcstg Co.
Address ..... 212 South Jefferson Street
Phone Number 6-0711
Transmitter Location .. 1 Mi. S. of Groveland
Air Time ..... 5:30 a.m.-1:00 a.m.
News Service ..... AP, UP
Transcription Service ..... Thesaurus
Representatives ..... Free & Peters
Membership ..... NARTB, BAB
Vice Pres., Gen. Mgr. ..... Charles C. Caley
Commercial Manager ..... Don D. Kynaston
Prom. Mgr., Pub. Div. ..... Marvin H. Hult
Program Director ..... Charles Barnhart
Production Director ..... Charles Miller
News Director ..... Brooks Watson
Musical Director ..... Ozzie Osborne
Chief, Consulting Engr. ..... A. James Ebel
Farm Editor ..... Emil Bill

WPEO

PEORIA—1950

Frequency: 1020 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... WPEO, Inc.
Address ..... P. O. Box 1229
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Pearson
Membership ..... BAB
Pres., Gen. Mgr., Chief Engr. ..... T. E. Brewer
Sta. Mgr., Prod. Dir. ..... Glenn Elliott
Sales Prom. Mgr. ..... Mike Podgoiski
Program Director ..... Bob Lee
Pub., Music Dir. ..... Jack Lazebnik
Chief Anncr., News Dir. ..... Dave Ushana

WWXL

PEORIA—1947—LBS

Frequency: 1590 Kc. ..... Power: 1000 Watts
Owned-Oper. By ... Central Illinois Radio Corp.
Business-Studio Address ..... Hotel Jefferson
Phone Number 9106
Transmitter Location ..... Creve Coeur
Air Time ..... 6 a.m.-M.
News Service ..... INS, UP
Representative ..... Robert Meeker
President ..... Joseph Giddan
General Manager ..... Michael Henry
Sta. Mgr., Prod. Dir. ..... Paul Enright
Comm., Sls. Prom. Mgr. ..... Dodd Boyer
Program Director ..... Ed Klein
Publicity Director ..... Lorraine Unes
Chief Announcer ..... Lee Rothman
News Director ..... Justin Clark
Musical Director ..... Marjorie Grant
Chief Engineer ..... Robert Swadener
Farm Editor ..... Doyle Yager

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Quincy Bcstg. Co.
Business-Studio Address ..... Hotel Quincy
Phone Number 6840
Transmitter Location ..... Ellington Township
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NARTB, BAB
President ..... T. C. Oakley
Sta., Gen. Mgr. ..... Joseph S. Bonansinga
Program Dir. ..... Paul McClelland
Musical Director ..... Mary Harvey
Chief Engineer ..... Edmund Derhake
News Director ..... Gene Terry

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Lee Bcstg., Inc.
Business-Studio Address ..... W.C.U. Bldg.
Phone Number 6200

AP SELLS

For Stations and Sponsors —

For instance . . . WQUA

"AP newscasts are a sell-out on this station! They place us head and shoulders above our competition."

G. LaVERNE FLAMBO,
Executive Vice President,
WQUA, Moline, Illinois

Transmitter Location.....Melrose Township
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Nat. Sales Mgr...(Lee Stas.)..Walter Rothschild
Commercial Manager .....Lloyd Loers
Sales Prom. Mgr.....John Phillips
Program Dir.....Merritt Milligan
Chief Announcer.....Ralph Lewis
News Editor.....Robert Eickmeyer
Chief Engineer.....Urlin Whitman
Consulting Engineer.....E. C. Page

WHBF
ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address .....321 18th St.
Phone Number 6-5441
Transmitter.....53rd St., 23rd Ave., Moline
Air Time.....6 a.m.-12 M
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Ben H. Potter

IN ROCKFORD, ILLINOIS
A $675 Million (NON-TV) Market

More advertisers
reach more listeners
per advertising dollar
THAN EVER BEFORE

WROK AND WROK-FM
ABC . . . H-R, Nat'l. Reps.

Gen. Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Forest W. Cooke
Publicity Director.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett
Prod., News Dir.....C. F. Harrison, Jr.
Consulting Engineer.....E. C. Pagl

WROK
ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Rockford Bcstrs., Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number 2-6621
Transmitter Location.....Guilford Road
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....Albert G. Simms
Gen., Sta. Mgr.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Farm Editor .....Don Bowton
Chief Engineer.....Morey Nelson
News Director.....Bob Edell

WCVS
SPRINGFIELD—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
Transmitter Location .....3000 So. 4th St.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership ..... BAB
President.....H. L. Dewing
Comm., Prom., Gen., Sta. Mgr. ...C. W. Neeld
Program, Music Dir. .....John Geil
Prod., Pub. Dir. .....Mary Bruemmer
News Director .....James H. Mitchell
Chief Engineer.....R. Ashenfelter
Farm Editor .....Ken Spengler

WMAY
SPRINGFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Co., Inc.
Address.....526 Reisch Bldg.
Phone Number 6963
Transmitter Location .....Riverton
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Gordon Sherman
Program Director.....Syl Binkin

Chief Announcer.....Robert Irving
News Director.....Pat Fredericks
Chief Engineer.....Melvin Feldman
Consulting Engineer.....Weldon and Carr

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number 2-4441
Trans. Location ..U. S. Rt. 66 & E. Cook St.
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NARTB, BAB
President, General Manager...Oliver J. Keller
Sales Prom. Manager.....Shelby T. Harbison
Program Director.....John W. Midgely
Musical Director.....John Beque
Publicity Director.....Doris Skrljack
News Dir., Chief Announcr. .....Glen Farrington
Chief Engineer.....E. C. Swaringen
Farm Editor .....Spizz Singer

WSDR

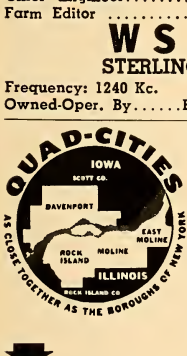
STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address .....Lawrence Bldg.
Phone Number .....Main 3400
News Service .....UP
Transcription Service .....Standard, Capital, Lang-Worth
Membership .....NARTB
Pres., Gen., Sta. Mgr. .....Sam Bartlett
Comm., Sales Prom. Mgr. .....Lillian Bartlett
Pgm., Prod. Dir. .....John Rohwer
News Director.....Bob Ferguson
Chief Engineer .....Ed Fisher
Consulting Engineer.....Edward Jacker

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....Sterling Bcstg. Co.
Address .....P. O. Box 192
Phone Number 75431
Transmitter Location.....¼ Mi. S. E. Urbana
Air Time .....Sunrise-Sunset
News Service .....UP
Representative ...Joseph Hershey Malgilvra
Partner, Comm. Mgr.....R. E. J. Snyder
Partner, Pgm., Prod. Dir.....G. W. Phillippe
Publicity Director.....Charles Fink
Chief Announcer.....Stewart Chohran
News Director.....Harold Nettleship
Chief Engineer.....John Walfeldt
Consulting Engineer.....A. James Ebel



You'll Buy This **WHBF** Market *easier* — if you know these facts:

FACT 1—The Quad-Cities are tied together by proximity, by business and by social bonds into one large metropolitan unit.

FACT 2—The 234,000 people in this metropolitan area reside in the 4 cities similarly to residents in the boroughs of New York.

FACT 3—The Quad-Cities is 82nd in Population and 14th in Effective Buying Income per Capita among Sales Management's 162 metropolitan areas.

FACT 4—The Quad-Cities is 69th in Buying Power and 76th in Retail Sales among the 162 metropolitan areas.

FACT 5—WHBF with over 25 years of service to the Quad-City Community has won the respect and good will of Quad-Citians. A potent outlet for your sales message to this major market.

Les Johnson — V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

WKRS
WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....ONtario 9000
News Service .....AP
Transcription Service.....Thesaurus. Standard
Representative .....McGillvra
President.....Frank W. Just
Gen., Comm. Mgr.....Joseph B. Kirby
Program Dir.....Fritz Sorenson
Chief Engineer.....M. D. Hunnicutt, Jr.

WFRX
WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pyramid Radio Bcstg. & TV Co.
Address.....S. Logan St.
Phone Number 1300
News Service .....UP
Transcription Service .....Capitol
Co-Managers.....Gerald L. Staten.
Felix Adams Jr.
Chief Engineer.....Jim Young

INDIANA

Pop. April 1, 1952 (Est.) 3,990,000—Total Housing Units 1,233,441
Families April 1, 1952 (Est.) 1,159,000—Stations in State 46

WCBC
ANDERSON—1947

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address .....Tower Building
Phone Number 3-5321
Transmitter Location ..State Roads 9 and 67
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Hal Holman
President .....L. B. Gallimore
Gen., Comm. Mgr. .....William Travis
Sales Promotion Manager .....Harry Neff
Program Director .....Lorraine Travis
News Director.....Bill Shannon
Farm Editor.....Ted Stamm
Chief Engineer.....Robert Crandall

WHBU
ANDERSON—1923—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number 7791
Transmitter Location.....1110 Meridian St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Bolling Co.
Membership .....NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....Sam Roberts
Chief Engineer.....L. M. Shroyer
Consulting Engineer.....A. D. Ring & Co.

WBIW
BEDFORD—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ....Radio Bedford, Inc.
Address .....Radio Farm. P. O. Box 169
Phone Number 4421-4422
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Pres., Gen., Sta. Mgr. ...William C. Smith, Jr.
Commercial Manager .....Louis E. Gaines
Sales Promotion Manager ....Larry Incollingo
Pgm., Prod. Dir.....Mary Crites
Chief Announcer.....David Johnson
News Director.....Noah Miller
Musical Director .....Michael Sargant
Chief Engineer .....Carl J. Finger
Consulting Engineer.....Harold B. Rothrock

WTTS
BLOOMINGTON—1949—ABC

Frequency: 1370 Kc ....Power 5000 Watts d.; 500 Watts n.
Owned-Oper. By .....Sarkes Tarzian
Business-Studio Address...535 S. Walnut St.
Phone Number 2-3366
Transmitter Location.....2½ Mi. SE of City
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated. World
Representative ....Robert Meeker Assoc.. Inc.
Membership .....NARTB, BAB
President .....Sarkes Tarzian
General Mgr.....Glenn Van Horn
Commercial Manager .....Robert Lemon
Sales Prom. Mgr.....Ray Bartlett
Chief Announcer.....Geo. Fleetwood
News Director.....Joe Trimboli
Chief Engineer.....Morton Weigel
Farm Editor.....Maurice Latimer
Consulting Engineer.....Kear & Kennedy

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynville Rd.
Phone Number 980
News Service .....UP
Transcription Service .....Cole
Co-O., Gen., Comm. Mgr., Chi. Engr. H. C. Sanders
Co-O., Asst. Mgr., Pgm., News Dir..Norman Hall
Promotion Manager.....Bill Stevens

WCSI

COLUMBUS—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address .....WCSI Bldg.
Phone Number 3397
Transcription Service .....Associated, World
News Service .....UP
President.....Joseph P. Finneran
General Manager.....Dick Jewell
Commercial Manager.....Johnnie Dewart
Program Director.....Ernie Kerns
Chief Announcer.....Mike May
Musical Director.....Bob Turek
Chief Engineer.....Paul Kelley
News Dir., Farm Editor.....Charles Powell
Consulting Engineer.....Martin Williams

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....405 Central Ave.
Phone Number 1950
Transmitter Location.....Summit Ave.
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Burn-Smith Co., Inc.
Secretary.....G. S. Tatman
General Manager.....E. M. Jackson
Program Director.....Ralph T. Underwood
Chief Engineer.....James C. Wulliman

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By..The Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone Number 3-1960
Transmitter Location.....Oakland Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John E. Pearson Co.
Membership .....NARTB
General Mgr.....Richard W. Holloway
Commercial Mgr.....Donald McFall
Chief Engineer.....Lester Zellmer
News Director .....Phillip Haines

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number 4-9215
Transmitter Location.....5th & Vine Sts.
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Program Director.....Alex Monahan
Prod., Mus. Dir., Chief Anncr.....Michael Finn
Publicity Director.....Ray Lasher
News Director .....Courtney Smith
Chief Engineer .....William Schultz
Farm Editor.....Kenneth Snapp

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone Number 21171
Transmitter Location.....Burkhardt Rd.
News Service .....UP
Transcription Service .....World
Representative .....Weed & Co.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Alvin Q. Eades
Gen., Sta., Comm. Mgr.....Martin L. Leich
Local Sales .....Guy R. Crecelius
Prom., Pub. Mgr. .....Del Greenwood
Pgm., Prod. Dir. .....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny
Chief Anncr., News Dir. .....Fred Rollison
Consulting Engineer.....John B. Caraway, Jr.

WIKY

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address .....Mt. Auburn Rd. P. O. Box 148
Phone Number 4-8284
Trans. Loca. ....Mt. Auburn Rd. & Bismark St.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative .....Indie Shows
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Commercial Mgr.....John Barrett
News Director .....John Munger
Musical Director.....Ken McCutchan
Chief Engineer.....George F. Stoltz
Consulting Engineer.....Harold B. Rothrock

WJPS
EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number 5-2221
Transmitter Location.....Mohr Rd. Bet. 1st & St. Joseph Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative .....Walker Co.
President.....Robert S. Davis
Gen., Sta. Mgr.....Robert J. McIntosh
Commercial Manager.....Jack D. Frew
Publicity Director.....Betty Sparkman
News, Pgm. Dir.....Jack McLean
Chief Announcer .....Vern Paule
Chief Engineer.....James Jared

WANE
FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Trans. Add. ....1205 Ft. Wayne Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Boiling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Sta. Comm. Mgr.....Charles E. Kennedy
Program Director.....Paul Price
Chief Engineer.....William Wallace Warren
Consulting Engineer.....Stokes Gresham

WGL
FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number E-3366
Transmitter Location....Lower Huntington Rd.
Air Time ..... 6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
President.....Helene R. Foellinger
Gen., Sta. Mgr.....Pierre Boucheron
Commercial Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir. .....Richard M. Katt
Pgm., Prod. Dir.....Norman Widenhofer
Chief Engineer.....Don Holzapfel
Consulting Engineer.....A. D. Ring

WKJG
FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
Phone Number .....Anthony 2295
Transmitter Location....Decatur & Maple Rds.
News Service.....UP
Representative .....Raymer
President.....Clarence L. Schus.
General Manager .....Edward G. Thoms
Asst. to Mgr.....Hilliard Gates
Commercial Manager.....Carl B. Evans
Program Dir.....Calo O. Mahlock
Chief Engineer .....Eugene A. Chase

WOWO
FT. WAYNE—1925—NBC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owner.....Westinghouse Radio Stations, Inc.
Business-Studio Address....925 S. Harrison St.
Phone Number.....Anthony 2136
Transmitter Location.....Routes 30 & 33
Air Time .....Unlimited
News Service .....UP
Transcription Service .....RCA Thesaurus
Representative.....Free & Peters
Station Manager.....Franklin A. Tooke
Commercial Manager .....Paul E. Mills
Sales Prom. Mgr.....Jess L. Hadsell
Sales Service Director...Hilda C. Woehrmeyer
Program Director.....Carl Vandagrift
Production Director.....Guy Harris
Chief Engineer .....Bruce H. Ratts
Farm Editor.....Jay Gould

WGRY
GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address .....Lake Hotel
Pres., Gen., Comm. Mgr.....George Whitney
Promotion Manager.....Erick Ericksen
Program Director.....William Miller
Chief Engineer.....H. F. Grounds

WWCA
GARY—1949—LBS

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....578 Broadway
Phone Number 9171
Transmitter Location ..50th and Chase Streets
Air Time .....Unlimited
News Service .....AP
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Comm., Sls., Prom. Mgr.....Boyd Lawlor
Pgm., Prod. Dir. .....Todd Branson
Publicity Director.....Betty Turak
Chief Announcer.....Pete Tanis
News Director .....Morrison Schwartz
Musical Director.....Minerva Tessine
Chief Engineer .....Victor Voss
Farm Editor.....Ev Huddleston
Consulting Engineer.....Commercial Radio

WJOB
HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
Transmitter Location..6435 Indianapolis Blvd.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President .....O. G. Gibbs
Station Manager.....L. B. Weller
Chief Engineer.....Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. ....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir. .....David F. Milligan
Program Dir.....Frank O. Sharp
Chief Announcer.....Lyell Ludwig
News Director.....E. Gilbert Forbes
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.; 10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone Number.....Lincoln 2305
Transmitter Location.....E. 86th St., Zionsville
Air Time .....24 Hrs.
News Service.....AP, UP
Representative .....John Blair
Membership .....NARTB, BAB
President, Gen. Mgr.....Richard M. Fairbanks
Asst. Gen. Mgr.....R. J. Myers
Commercial Manager.....Gilbert I. Berry
Program Director.....William L. Dean
Chief Announcer.....James Shelton
News Director .....Gordon Graham
Chief Engineer.....Robert W. Minton
Farm Editor.....Dixon L. Harper
Consulting Engineer.....A. Earl Cullum, Jr.

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.

AP SELLS

For Stations and Sponsors—

For instance . . . WWCA

"At the end of our first year, we received 100% renewals from all our sponsors of AP news!

"We keep a cost analysis of each station department. This analysis shows that our news is our best investment. It produced more revenue than any other program source."

DEE O. COE,
General Manager,
WWCA, Gary, Indiana

Phone Number.....Plaza 1541
Transmitter Location....44th St. & Knollton Rd.
News Service.....AP, UP
Transcription Service .....World
Representative.....John E. Pearson
President.....Eugene C. Pulliam
V.P., Gen.-Station Mgr...Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....Ward C. Glenn
Pgm., Prod. Dir.....M. Wayland Fullington
Chief Announcer.....Robin Bright
News Director.....Allan Jeffries (n.), Donald Bruce (d.)
Music Librarian.....Ray Potts
Chief Engineer.....Eugene E. Alden
Consulting Engineer.Craven, Lohnes & Culver

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.....Power: 5000 Watts d; 1000 n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone Number.....Plaza 4595
Transmitter Location ..Post Rd. & Rawls Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Station Manager.....William H. Spencer
Prod., Pgm. Dir. .....William E. Frosch
Chief Engineer.....Stokes Gresham, Jr.
Farm Editor.....Howdy Carlson

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Transmitter Address .....3003 Kessler Blvd.
Phone Number.....Hickory 6494
News Service .....UP
Transcription Service .....Capitol
Representative .....Indie Sales
President.....Lyman S. Ayres
General Manager.....Robert D. Enoch
Program Director.....Greg Smith
Chief Engineer.....Edward C. Lockwood

WITZ

JASPER—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Phone Number .....Jasper 678
Transmitter Address .....Highway 45
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
President .....Dr. Gilbert E. Metzger
General, Sta. Manager.....F. A. Higgins
Commercial Manager.....George Foulkes
Publicity Director .....Patricia Frezon
Prog., News Dir., Farm Ed...Charles O. Presky
Chief Announcer.....David Tobak
Musical Director .....Frank Martin
Chief Engineer.....Nick Yalowey
Consulting Engineer.....Harvey Kees

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business-Studio Address.....Radio Center
Phone Number 6194
Transmitter.....Rd. 26, E. of State Rd. 31
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NARTB
President .....Richard Blacklidge
V.P., Gen., Sta. Mgr.....John Carl Jeffrey
Program Director.....William R. Cox
News Director .....Robert Bruner
Chief Engineer.....Chester Rector
Farm Editor.....Bob Nance
Consulting Engineer .....Gillette

WASK

LAFAYETTE—1941
MBS—MIDWEST

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone Number 4300
Transmitter Location ..... McCarty Lane
Air Time .....6 a.m.-12:30 a.m.
News Service ..... UP
Representative ..... Ra-Tel
Transcription Service ..... World
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr. ...O. E. Richardson
Station Manager .....E. R. Herkner
Pgm. Dir., Chief Announcer. ..Richard Fraser
Chief Engineer ..... Harry Garba
Consulting Engineer.....Frank McIntosh

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....La Porte County Bcstg. Co., Inc.
Business-Studio Address.....Rumely Hotel
Phone Number 3734
Transmitter Location.....Holton Rd.
News Service .....AP
Transcription Service .....Capitol
President, Sta. Mgr.....Hoyt H. Scott
Treasurer, Gen. Mgr.....Dr. Edward Young

WSAL

LOGANSPORT—1949—MBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Phone Number 4261
Transmitter Location .....Main at Hamilton
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
President .....John C. Cotner
Gen., Sta., Comm. Mgr.....Joseph W. Jordan
Prog., Prod., Pub. Dir.....Howard Bright
Chief Anncr., Farm Editor.....Ira McCormack
News Director.....Ted Burklund
Chief Engineer.....Earl Nelson
Consulting Engineer.....Kear & Kennedy

WBAT

MARION—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
Phone Number 5500
Air Time.....6 a.m.-12:05 p.m.
News Service ..... AP
Transcription Service ..... World
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen-Sta. Mgr.....J. H. Bone
Comm.-Sales Prom. Mgr. .... Kermit A. Botkin
Pgm., Prod. Dir. .....Lenora Fuller
Chief Engineer ..... Chas. E. Westfall
Chief Announcer, News Dir.....William Fowler
Farm Editor .....Guy Harris
Consulting Engineer.....Commercial Radio

WIMS

MICHIGAN CITY—1947—LBS

Frequency: 1420 Kc.....Power: 1000 Watts d. (CP 500 n.)
Owned-Oper. By...Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone Number 5-5245
Transmitter Location .....Keiffer Rd.
News Service ..... UP
Pres., Gen., Sta. Mgr.....William N. Udell
Commercial Managers...Al Halus, Robert Beel
Sales Prom. Mgr.....Howard Murdock
Prog., Prod. Dir.....Richard Olsen
Publicity Director.....Jean LaGrange
Chief Announcer.....Jim Harbart
News Director.....John Gleason
Musical Director.....Dean Shaw
Chief Engineer.....Robert J. Schilling
Farm Editor.....Stewart C. McDonnell
Consulting Engineer.....Walter Kean

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....P. O. Box 271
Phone Number 4403
Studio-Trans. Location.....Hway. 35 SE City
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Walker, Hal Holman
Pres., Gen. Sta. Mgr.....D. A. Burton
Comm., Prom. Mgr. .....W. F. Craig
Program Director.....Lee Allerton
News Director .....Fred M. Hinshaw
Musical Director ..... Bill Summers
Chief Engineer ..... Maury Crain
Consulting Engineer.....Geo. Davis

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Phone Number 4-2235
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Commercial Manager.....Oliver Pedigo
Pgm. Dir., Chief Anncr.....Keith Reising
Publicity Director .....Joe Gillman
News Director.....Joe Piggott
Chief Engineer .....Eugene A. Fischer
Musical Director .....Rita Loesch

WPGW

PORTLAND—1951—LBS

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By.....Glenn West
Address.....R.R. No. 2
Phone Number.....1094
Transcription Service .....SESAC
Membership .....NARTB, BAB
Owner, Gen. Mgr.....Glenn West
Pgm. Dir., Chief Anncr.....Robert E. Leach
Consulting Engineer.....Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....M. R. Lankford
Address.....Outer West Broadway
Phone Number 1250
News Service .....AP
Transcription Service .....Standard
President.....M. R. Lankford
Gen., Comm. Mgr., Chf. Engr...Bryan Davidson
Program Director.....Jerry Hirsch
News, Farm Director.....Lloyd Ray Harry

WKBV

RICHMOND—1926—MBS

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address..25 S. Ninth St.

Phone Number 2-1156
Air Time.....5:45 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative ..... Robert Meeker
Membership .....NARTB, BAB
President .....Allen McCrea
Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls. Prom. Mgr.....Roland L. Nusbaum
Program Director.....Charles L. Mitchell
News Director.....Spencer Danes
Musical Director.....Geneta Kern
Chief Engineer.....L. J. Duning
Farm Editors....Cedric Miller, Mary Liz Miller
Consulting Engineer..Craven, Lohnes & Culver

WJCD

SEYMOUR—1949

Frequency: 1390 Kc. ....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker
Phone Number 1212
Transmitter ..... 1 Mi. No. of Seymour
News Service .....AP
Air Time .....Daytime
Transcription Service ....Lang-Worth, SESAC
General Manager .....Dr. Azra C. Baker
Commercial Manager .....Robert E. Shippee
Sales Prom. Mgr.....Herb Arms
Pgm. Dir., Chief Anncr.....Bill Clark
News Director.....Harry Bradway
Chief Engineer.....Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address...St. Joseph & Monroe Sts.
Phone Number 7-1566
Air Time .....6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
Membership .....NARTB, BAB
President ..... C. Bruce McConnell
General Manager.....Robert B. McConnell
Station Manager.....Frank Crosiar
Commercial Manager.....C. J. Pajakowski
Sales Prom. Mgr.....Robert Nowicki
Prog., News Dir., Chief Anncr.....Jack Melloy
Chief Engineer.....Ira D. Kealy
Farm Editor.....Bruce Chamberlin
Consulting Engineer.....Stokes Gresham, Jr.

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By.St. Joseph Valley Bdstg. Corp.
Address ....206 So. Main St., Misawaka, Ind.
Phone Number 5-8620
Transmitter Location .....N. Hickory Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....F. R. Householder
Commercial Manager .....Charlie Sharpless
Program Director .....Vince Doyle
Chief Announcer.....Johnny Jarvis
Chief Engineer.....Francis J. Bock
Consulting Engineer.....George C. Davis

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address ..223 W. Colfax Ave.
Phone Number 3-6161
Transmitter Location.....7 mi. S.E. of city
News Service ..... UP
Transcrip. Serv. ...RCA Thesaurus, Standard
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President ..... F. A. Miller
Station Manager .....Robert H. Swintz
Commercial Manager ..... Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director ..... Robert J. Drain
Production Director ..... Oliver Parcher
Chief Anncr., News Dir. .....Morton Linder
Chief Engineer ..... Herbert G. Cole
Consulting Engineer.....Millard Garrison

WTCJ

TELL CITY—1948—LBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Business-Studio Address.....Tell City
Phone Number 740
Transmitter Address.....Highway 66-E
News Service ..... AP
Owner, Manager.....James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Transmitter Location ..... First & Peyton Sts.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NARTB, BAB
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager.....Sigel A. Roush
Program Director.....Harry Frey
Production Director.....Ralph McHargue
Publicity Director.... ...Madeline K. Barry
News Director .....Howard Stevens
Chief Announcer.....Jim Kohl
Musical Director.....Leo Baxter
Chief Engineer.....Howard Stewart
Consulting Engineer.....John Carroway

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address .....120 South 7th Street
Phone Number .....Crawford 9481
Trans. Loca. ...13th St., & Hasselburger Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service ....Lang-Worth Library
Representation .....Bolling and Co., Inc.
Membership .....NARTB, BAB
President.....Anton Hulman, Jr.
Gen., Sta. Mgr.....Joseph M. Higgins
Commercial Manager .....Dick Forbes
Sales Promotion Mgr.....Lou Froeb
Program Director .....Ben Falber, Jr.
Prod. Dir., Chief Anncr.....Robert Kimbro
Chief Engineer.....Don Petit

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
Phone Number 787
Studio Address .....320 Busseron St.
Transmitter Location...Hgwy., N. of Vincennes
Representative.....John E. Pearson
President.....Eugene C. Pulliam
General Manager.....Tom Peden
Program Director .....Dick Shaughnessy
Chief Technician.....Ralph Baldwin

WKAM

WARSAW—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....RFD No. 1
Phone Number 65
News Service .....AP
Transcription Service .....Cole
Representative .....Hal Holman Co.
Pres., Gen. Mgr.....J. W. Autenrieth, Jr.

WRSW

WARSAW—1951

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Operated By.....Warsaw Times Union
Address .....Times Building
Phone Number 155
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Representative .....Hoosier
President.....Raymond B. Williams
General Manager.....C. Reuben Williams
Comm., Prom. Mgr.....William Mollenhour

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A $12,000,000 industrial building program is now in progress.

And, WTHI is its *most powerful* sales voice!

Terre Haute's strongest and *only* Home-Owned station

Represented Nationally by The Bolling Co.

WTHI
"CBS Radio"

IOWA

Pop. April 1, 1952 (Est.) 2,692,000—Total Housing Units 814,622
Families April 1, 1952 (Est.) 773,000—Stations in State 47

KASI

AMES—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number 3460
Transmitter Location.....Ontario
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
President.....W. S. Rupe
Gen., Comm. Mgr.....Arthur A. Skinner
Program Director.....Dwaine Moore
Chief Engineer.....Doyle D. Kelso

KJAN

ATLANTIC—1950

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..George Basil Anderson
Phone Number 1694
Representative .....Biddick
News Service .....AP
Pres., Gen. Mgr.....George Basil Anderson
Commercial Manager.....Leslie Wally
Chief Engineer.....Bob Falk
News Director.....Bill Sander

KWBG

BOONE—1949—LBS

Frequency: 1590 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....609 Boone Natl. Bldg.
Phone Number 1590
Transcription Service .....Standard
News Service.....UP, INS
Membership .....NARTB
President.....Harold L. Fisher
Gen., Sta. Mgr.....Stuart Sanders
Asst. Mgr., Pgm. Prod. Dir.....G. J. Merker
Chief Engineer.....Dan Garretson

KBUR

BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address..National Bank Bldg.
Phone Number.....680
Transmitter Location.....West Burlington
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service .....Standard
Representative .....Taylor
Membership .....NARTB
Pres., Gen. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM

CARROLL—1950—LBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....520 N. Adams St.
Phone Number 1380
Transcription Service .....Lang-Worth
News Service.....UP, INS
Representative .....Pearson
Membership .....NARTB, BAB
President.....C. Everett Bliss
Program Director.....Bill Parker
Chief Announcer.....Art Stanley
News Director.....Bill Mason
Chief Engineer.....Eugene Reiff

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., SW
Phone Number 4-4194
Transmitter Location.....Cedar Rapids
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB, BAB
Secretary, Vice-President..Joseph F. Hladky
General Manager.....J. F. Hladky, Jr.
Sta., Comm. Mgr.....Fred W. Wagenvoord
Sales Prom., Pub. Dir. .....Edna A. Herbst
Program Director.....Forest Broders
News Director .....Dick Yoakam
Chief Engineer.....Kenneth M. Caldwell
Consulting Engineer.....George C. Davis

KWCR

CEDAR RAPIDS—1949—TALL CORN LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Cedar Rapids Bcstg. Corp.
Business Address.....211 First St., SW
Transmitter .....2616 Robbins Road
Phone Number 3-8265
News Service .....UP
Representative .....Pearson
President.....William J. Barron
General Manager.....John F. Hanssen
Program Director.....Ralph Willey
Chief Engineer.....James A. Dickens
News Director.....Truman Walrod

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.

Business-Studio Address..Para. Theatre Bldg.
Phone Number 6127
Transmitter Location.....Marion
Air Time .....5 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service.....RCA, Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
Exec. Vice-Pres.....William B. Dolph
General Manager .....William B. Quarton
Commercial Manager....Lew Van Nostrand
Promotion Mgr.....Leo F. Cole
Production Director.....Douglas B. Grant
Publicity Dir.....Dorothy Cummins
Chief Announcer.....Bob Leefers
News Director.....Dick Cheverton
Musical Director .....Esther Rausch
Chief Engineer.....George Hixenbaugh
Farm Editor.....Charles A. Worcester

KCOG

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By ..Centerville Bdcstg Co.
Address .....1910 South Main St.
Phone Number 131, 407
Transmitter Location .....1910 South Main St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB
President .....R. K. Beck
Gen., Sta., Comm., Mgr.....A. M. Farber
Chief Engin., Annor. .....Robert K. Reimers
Farm Editor .....Warren Langfitt

KCHA

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Inland Bcstg. Corp.
Business Address.....Charles City
Phone Number 787
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
President.....Dean Hollingsworth
General Manager.....C. E. Wright
Chief Engineer.....Loring Koesling

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone Number 448
Trans. Location ..13th Ave., No. & Elvira Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President .....W. S. Jacobsen
Gen., Sta. Mgr.....B. M. Jacobson
Commercial Manager.....Darline Gordan
Sales Promotion Mgr.....Emmett Hassett, Jr.
Program Dir., Farm Ed.....Jack Thomsen
Production Director.....Lucille Scoggins
News Director .....Lee White
Chief Engineer .....Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address .....P. O. Box 509
Phone Number.....Co. Bluffs 4041
Transmitter Location .....South Omaha Rd.
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service.....Lang-Worth, Associated, RCA
Membership .....NARTB, BAB
President .....Robert R. O'Brien
Gen., Sta. Mgr.....Robert H. Davis
Program Director .....Harold Hughes

KSIB

CRESTON—1946

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Creston
Phone Number.....55
Transmitter .....Highway 34
News Service.....AP
Transcription Service .....Associated
Representative .....Pearson
President.....Arthur Horning
Gen., Comm. Mgr.....E. M. Horning
Program Director.....Dorothy Lindley
News Director.....Bob Parker
Chief Engineer.....Floyd George

KSTT

DAVENPORT—1946
LBS-MBS-IOWA TALL CORN

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number 6-2541
Transmitter Location.....Milan, Ill.
News Service.....UP
Transcription Service.....C. P. MacGregor
President, Gen. Manager.....Hugh R. Norman
Commercial Mgr. .....Neil Conklin
Production Director.....Warren Anderson

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone Number 3-3661
Transmitter Location .....Bennendorf
Air Time .....6 a.m.-M.
News Service .....UP

Transcription Service .....Thesaurus
Representatives .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans
Secretary.....Wm. D. Wagner
Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Program Director.....Charles Freburg
Sales Promotion Dir.....Fred A. Reed
News Editor.....Bob Frank
Publicity Director.....Paul Ives
Chief Engineer.....Paul Arvidson
Consulting Engineer.....A. D. Ring

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address.....State Road
Phone Number.....1240
Transmitter Location....600 Leiv Eiriksson Dr.
News Service.....AP
Transcription Service .....Associated
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Co-Mgr.....Verne Koenig
Gen. Co-Mgr., Comm. Mgr.....Kenneth Bjerke
Sales Prom. Mgr.....John Hansen
News Director.....Ray Marshall
Chief Engineer.....Curtis Eittreim

KCBC

DES MOINES—1946

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....2323 Grand Ave.
Phone Number 4-3151
Transmitter Location.....E. 42nd & Dean Ave.
News Service .....AP
Representative .....Forjoe
President .....Karl Peters
General Manager.....Rollo H. Bergeson
News Director.....John Goslin
Chief Engineer.....Bob Brown

KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ...Independent Bdcstg. Co.
Address.....10th & Mulberry
Phone Number 2-9191
Transmitter Location .....Hartford
Air Time .....6 a.m.-12 M.
News Service .....INS, UP
Transcription Service .....World
Representative.....A. M. Radio Sales Co.
President .....Ralph L. Atlass
Gen., Sta. Mgr. .....Marvin L. Rosene
Commercial Manager .....James L. Kelehan
Program Director .....Lee L. Harris
Publicity Director .....Janice R. Hull
News Director .....R. J. Nash
Chief Engineer .....Lloyd R. Amoo

KRNT

DES MOINES—1935—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location....S.W. 22nd & Park Ave.
Air Time.....6 a.m.-M
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Station Representative.....The Katz Agency
Membership .....NARTB, BAB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens
Program Director .....Dick Covey
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin

KSO

DES MOINES—1945—ABS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....800 Farm Bldg.
Phone Number.....3-0571
Transmitter Location.....E. 38th & Broadway
News Service .....AP
Transcription Service .....Capitol
Representative .....Petry & Co.
Membership .....NARTB, BAB
President.....Kingsley H. Murphy
Gen., Comm. Mgr. .....S. H. McGovern
Pub., Pgm. Dir. .....B. C. Baldwin
News Director.....Donald McGibney
Chief Engineer.....F. E. Bartlett
Consulting Engineer.....Jansky & Bailey

KWDM

DES MOINES—1948—LBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Transmitter Location .....Levey
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.Cole, SESAC, Associated
Pres., Comm. Mgr.....George W. Webber
General Manager.....Robert L. Webber
Program Director.....Edith D. Webber
Chief Announcer.....Ford Roberts
News Director.....F. N. Booten
Musical Director.....Bill Dutcher
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.

Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Assistant Manager.....W. W. Woods
Sales Manager .....Harold Fulton
Sales Promotion .....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
News Bureau Manager ... ..Jack D. Shelley
Chief Engineer.....Reed E. Snyder
Farm Editor.....Herb Plambeck
Consulting Engineer.....A. D. Ring

KDTH

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff Sts.
Phone Number 3-7351
Transmitter Location.....East Dubuque
News Service.....AP
Transcription Service.....Associated, World
Station Representative .....Pearson
Membership .....NARTB, BAB
General-Station Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....Arnie Stierman
News Director .....George Freund
Chief Engineer.....Robert I. Hancock
Farm Editor .....Gerald McAleece

WDBQ

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number 3-8241
Transmitter Location.....R. R. No. 2
Air Time .....6:15 a.m.-M.
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....Robert Meeker
Exec. V.P., Gen. Sta. Mgr...James D. Carpenter
Commercial Mgr. .....Harry Hatzenbuehler
Program-Production Dir.....Gleason Kistler
Publicity Director.....R. E. Carpenter
Chief Annor., News Dir....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer .....Barkey-Heim

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....912 1st Ave. S.
Phone Number.....Walnut 3761
Air Time .....6 a.m.-12 M.
News Service .....UP, INS
Transcription Service.....Lang-Worth
Representative .....Pearson
Membership .....NARTB, BAB
President, General Manager ...Edward Breen
Office Manager .....Lester Person
Commercial Mgr.....Max Landes
Sales Prom. Mgr.....Gordon DeKoster
Farm Edit., Pgm. Dir.....Drexel Peterson
News Director.....Kenneth Peterson
Chief Announcer.....Johnny Green
Chief Engineer.....David G. Sinclair
Consulting Engineer .....Dillard

KXGI

FT. MADISON—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By .....KXGI
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Transmitter Location .....Ft. Madison
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service .....Lang-Worth
Representative .....Holman
President.....W. E. Walker
Gen., Sta. Mgr.....Greg Rouleau
Commercial Manager.....W. R. Walker
Sls. Prom. Mgr., Pub. Dir.....Jack Stephen
Program Director.....Keith Pettack
News Director.....Chet Szymczak
Chief Engineer.....Bob Breeding

KXIC

IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone Number 8-1181
Transmitter Location....1 Mi. N. of Iowa City
News Service.....UP
Representative .....Wm. G. Rambeau
Transcription Service .....Lang-Worth
Gen. Mgr., News Dir.....Gene Clavssen
Program Director.....Herbert D. Olson
Chief Engineer.....Elliott Full

KOKX

KEOKUK—1947

Frequency: 1310 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address .....500½ Main Street
Phone Number.....235
Transmitter Location .....Hamilton, Ill.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Meeker
Membership .....NARTB, BAB
President.....H. W. Stadler
V.P., Gen., Sta Mgr.....H. O. Totten

Prog., Mus. Dir.....C. C. Andrews
Production Director.....Gerri Rochow
Chief Announcer.....Steve Alan
News Director.....Bob Rathe
Chief Engineer.....James L. Mott
Farm Editor.....Don Frost
Consulting Engineer.....John H. Mullaney

KFJB
MARSHALLTOWN—1923—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Ptg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President.....John W. Norris
General Manager.....Paul G. Norris
Station, Comm. Manager....William P. White
Pgm., Prod., Pub. Dir.....Allan N. Schrock
Musical Dir.....Maurice Roseborough
News Director.....Robert W. Billman
Chief Engineer.....Herbert G. Anderson

KGLO
MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address....12½ 2nd St., N.E.
Phone Number.....2800
Transmitter Location.....Hgwy. 18
Air Time.....5:30 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Weed
Membership .....NARTB, BAB
President.....Lee P. Loomis
Exec. V.P.....Herbert R. Ohrt
Sta., Comm Mgr. .....Henry B. Hook
Sales Promotion Manager.....Donald Harrer
Program Director.....William G. Suter
Prod. Dir., Chief Anncr.....Robert Clausen
Publicity Director.....Jane Hertig
Chief Engineer.....Roger E. Sawyer
News Director .....Charles Hilton
Farm Editor.....Dick Arnold
Consulting Engineer.....Esterly Page

KRIB
MASON CITY—1948—MBS
TALL CORN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....5 Second St., S.W.
Phone Number 5400
Representative .....Pearson
Transcription Service .....World
News Service .....AP
Partners.....Louis Abbott, George & William Wolf
Gen., Comm. Manager.....Paul E. Millen
News Director.....Bob Cavanaugh
Chief Engineer.....Richard J. Kelley

KSMN
MASON CITY—1947

Frequency: 1010 Kc.....Power: 500 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone Number 5420
Transmitter Location.....Hiway 18
Air Time .....Sunrise-Sunset
News Service.....UP
Membership .....NARTB, BAB
Transcription Service .....Associated
Pres., General-Station Mgr...Robert M. Carson
Commercial Manager.....Norman W. Rice
Program Director.....J. Boyd Harvey
News Director.....Howard Campbell
Chief Engineer.....Hubert J. Marshall
Consulting Engineer.....Weldon & Carr

KWPC
MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Transmitter Address .....Mulberry at Houser
Phone Number 860
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service....Thesaurus, Associated
Representative .....Pearson
Membership .....NARTB, BAB
Comm., Gen., Sta. Mgr.....George J. Volger
Program Director.....Donald Wooten
Musical Director.....Thelma Volger
News Director.....James Ryan
Chief Engineer.....Tom Winn
Consulting Engineer....Chambers & Garrison

KOEL
OELWEIN—1950—TALL CORN

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....4½ W. Charles St.
Phone Number 120-1
Air Time.....6 a.m.-M.
Representative .....Pearson
Transcription Service .....Thesaurus
News Service .....UP
Membership .....BAB
President.....A. E. Schneider
Gen., Sta., Comm. Mgr.....W. J. Teich
Sales Prom. Mgr.....Donald McKee
Prog., Prod., Mus. Dir.....Robert Morrow
Pub., News Dir.....Don Ballinger
Chief Announcer.....Dave Melton
Chief Engineer.....Ralph Giese

KBOE
OSKALOOSA—1950

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....P. O. Box 273

Phone Number 301
Transcription Service .....Standard
News Service .....AP
Representative .....McGilivra
Membership .....NARTB, BAB
President.....E. W. Wenrick
General, Sta. Manager.....Ken Kilmer
Chief Engineer.....Robert W. Moore
News Director.....Lew Hudson

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address .....Seven Acres
Phone Number 5600
Transmitter Location.....Community Gardens
News Service .....AP
Transcription Service.....World
President, General Mgr.....James J. Conroy
Station Manager.....Eleanor M. Haling
Commercial Mgr.....Alice E. Fisher
Program Director.....Larry Shepard
Chief Engineer.....Lloyd Hanson
Consulting Engineer.....Commercial Radio

KFNF

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....Shenandoah
Phone Number 1302
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Pearson
President.....C. J. Abbott
Gen., Comm. Manager.....C. Earl Williams
Chief Engineer.....Franz Cherny
Program Director.....Earl Blakesley
Prom. Mgr., News Dir.....Clair Gross

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Phone Number.....192
Transmitter Location.....1 mi. NE of Shenandoah on Hgwy. 48
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....Edward W. May
General Manager.....Owen Saddler
Station Manager.....Anthony Koelker
Comm. Mgr.....H. O. Peterson
Sales Prom. Mgr., Pub. Dir. ... H. B. Arkoff
Program Director .....Wayne Beavers
Chief Announcer.....Warren Nielson
News Director .....Ralph Childs
Musical Director .....Virginia White
Chief Engineer.....R. J. Schroeder
Farm Editor.....Merrill Langfitt
Consulting Engineer.....Wm. L. Foss

KCOM

SIOUX CITY—1949—LBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....KCOM Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Phone Number 8-0628
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson
President & Manager.....Dietrich Dirks
Commercial Manager.....Sheldon Singer
Sales Prom Mgr.....L. G. Roley
Pgm. Dir., Ch. Annor.....E. P. Bouchier
News Director.....Millord Miller
Chief Engineer.....Al Smith
Farm Editor.....M. D. Burgess
Consulting Engineer.....McIntosh & Inglis

KSCJ

SIOUX CITY—1927—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
News Service.....AP
Transcription Service.....Lang-Worth, World SESAC
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....W. R. Perkins
Station-Commercial Mgr.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Sls. Prom. Mgr., Pub. Dir.....Jean Harraday
Chief Engineer.....S. C. Dier

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number.....8-0165
Transmitter Location .....Dakota City, Neb.
News Service.....UP
Transcription Service .....Thesaurus
Representative .....O. L. Taylor Co.
Membership, ...NARTB, BAB
President.....John C. Kelly
Gen., Sta., Comm. Mgr.....E. J. Huber
Sales Prom. Mgr., Pub. Dir.....Lennon Kelly
Pgm., Prod. Dir.....Bob Hansen
Chief Engineer.....Willard Easterly
Consulting Engineer.....Commercial Radio

KICD

SPENCER—1942—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Box 631
Phone Number 1240
News Service.....AP

Transcription Service ...Standard, Associated
Representative .....Pearson
Membership .....NARTB
Pres., General Mgr.....Ben B. Sanders
Commercial Director.....Lynn Bickett
Program Director.....Mason Dixon
Production Director.....Tom Shumate
News Director.....Harvey Sanford
Chief Engineer .....Elson Kanago

KAYL
STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Phone Number.....1490
Transmitter Location.....Hgwy. 71
News Service.....AP
Transcription Service.....World, Capitol
Membership .....NARTB, BAB
President.....O. J. Grau
Gen., Comm. Manager.....James J. McCord
Program Director.....P. R. Benson
News Director.....Budd Duvall
Chief Engineer.....Howard L. Carlson
Farm Editor.....Bob Graham

KBOK
WATERLOO—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Waterloo Bcstg. Co.
Address.....620½ Lafayette St.
Phone Number 6851
Representative .....McGillvra
News Service .....UP
Gen. Mgr. & Secty.....John M. Printup

KWWL
WATERLOO—1947—MBS

Frequency: 1330 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Transmitter Location.....Lafayette Rd.
News Service .....AP
Transcription Service .....Capitol
Representative .....Headley-Reed
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Commercial Manager.....Donald E. Inman
Sales Prom. Mgr.....Virgil D. Clark
Pgm., Prod. Mgr.....Warren Mead
Pub., Mus. Dir., Chief Annc-....Raymond Starr
News Dir., Farm Editor.....Edwin L. Falk
Chief Engineer.....Walton W. Wilson
Consulting Engineer.....McIntosh & Inglis

KXEL
WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Business-Studio Address.....Insurance Bldg.
Transmitter Location .....Dysart
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
President, Gen.-Station Manager...Joe DuMond
Sales Promotion Mgr.....A. J. DuMond
Program Dir.....Emlyn Owen
Publicity Director.....Pearl Kimball
Production Director.....W. E. Morse
News Director.....Grant Price
Chief Engineer.....Don Kassner
Consulting Engineer.....A. James Ebel

KJFJ
WEBSTER CITY—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By ...Land O'Corn Brdcters.
News Service .....AP
Transcription Service ....Thesaurus, Capitol
Membership .....NARTB, BAB
President .....Charles V. Warren
Gen., Comm. Mgr.....Wayne J. Hatchett
Pgm., News Dir., Farm Editor...G. D. Warland
Production Director.....Russ Bauer
Publicity Director.....Betty Trowbridge
Chief Announcer.....Wayne Oleson
Chief Engineer.....Ronald Alsin
Consulting Engineer.....Commercial Radio

KANSAS

Pop. April 1, 1952 (Est.) 1,980,000—Total Housing Units 626,087
Families April 1, 1952 (Est.) 577,000—Stations in State 36

KSOK
ARKANSAS CITY—1947

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned-Operated By .The KSOK Bdcstg. Co.
Phone Number 2666
Trans. Loca. ....1 Mi. No. of Arkansas City
News Service .....AP
Transcription Service .....Lang-Worth
President .....Oscar S. Stauffer
General Manager.....S. C. Thompson
Program Director.....George Carroll
News Director.....Arlan Young
Chief Engineer.....Edward H. Hewe

KARE
ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone Number.....2447 Atchison
Transmitter Location .....Halls, Missouri

Air Time.....5:45 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard Radio
Partners .....J. M. Griffith & P. H. Buenning
Program, News Director.....Jack Lloyd
Publicity Director.....Edna Shelly
Chief Engineer .....Claude Kramer
Farm Editor.....J. M. Griffith
Consulting Engineer.....John Heffelfinger

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. ..Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number 1843,-4
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Richard M. Seaton
Prom., Sta. Mgr. .....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Pgm., Prod. Dir.....Richard S. Embody
Chief Announcer.....Vic Lindsey
News Director.....Kieth Upson
Chief Engineer.....J. S. Jaminet
Mus. Dir., Farm Editor.....Joe Cook
Consulting Engineer.....A. Earl Cullum

KXXX

COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Western Plains Bcstg. Co.
Phone Number 790
Transmitter Location .....Colby
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Thesaurus
Representative .....Headley-Reed
President .....Don Searle
Gen., Sta. Mgr.....George A. Nickson
Program Dir.....Ed Mason
Publicity Dir.....Quint McCredie
News Director.....Frank Frost
Chief Engineer.....U. L. Lynch

KGNO

DODGE CITY—1930—KBS-LBS

Frequency: 1370 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....Globe Bldg.
Phone Number 1370
Transmitter Location.....W. Park St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Art Hagg
Membership .....NARTB, BAB
President.....J. C. Denious
Program Director .....Herschel Holland
General Manager.....W. Elliott
Chief Engineer .....Duane Hoisington
Farm Editor.....Gail Hamilton

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business-Studio Address.....Soden's Grove
Phone Number 1532-4
Transmitter Location .....Soden Grove
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World, Thesaurus
Membership .....NARTB, BAB
President .....Robert Reed
V.P., Gen. Mgr.....Max B. Bicknell
Secretary .....Vic Hiett
Commercial Manager.....Lyle Ticknor
Sales Prom. Mgr.....Chuck Wilson
Pgm., News Dir.....Bruce Wimer
Treasurer.....G. F. Reed
Sports Director.....Sid Rose
Chief Announcer.....Kay Melia
Chief Engineer.....Everett Thompkins

KGAR

GARDEN CITY—1949

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number 3041
Transmitter Location.....1½ Mi. N.W. City
News Service .....UP
Transcription Service .....Associated
Representative .....Hal Holman Co.
General Manager.....Dale E. Kern
Program Director.....Margaret S. Kern
Chief Engineer.....E. D. Casey

KIUL

GARDEN CITY—1933—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.Telegram Publishing Co., Inc.
Business-Studio Address....509½ N. Main St.
Phone Number 4581
Transmitter Location.....Warner Terrace
News Service .....AP
Transcription Service .....World
President.....Robert B. Reed
General Manager.....Robert Wells
Commercial Manager.....Doug Hough
Program Director.....Tony Jewell
Chief Engineer.....Gene Conjurske

KWGB

GOODLAND—1947

Freqeuncy: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Goodland Bcstg. Co.
Business-Studio Address.....Hotel Howard
Phone Number 331
News Service .....UP
President, General Mgr.....James E. Blair
Chief Engineer.....Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....Cork Bldg.
Phone Number 4317
Transmitter Location..4 Mi. SW of Great Bend
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Commercial Manager.....Bill J. Jarvis
Mus., Pgm. Dir.....Ray H. Beals
Chief. Anncr., News Dir. ...James F. Heaton
Chief Engineer.....Chester A. Wallack
Consulting Engineer.....John B. Heffelfinger

KAYS

HAYS—1948—KBS-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number 1700
Studio-Transmitter Address ....2450 Hall St.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus, Capitol
Membership .....NARTB, BAB
President .....Frank Motz
Gen., Sta. Mgr. .....Bob Schmidt
Program Director.....Jim Ayers
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....427 N. Main
Phone Number 5202
Transmitter Location.....17th & Harding Sts.
Air Time.....18 Hrs.
News Service .....AP
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Bess Marsh Wyse
Commercial Manager.....Gerald Toland
Production Director.....Mel Haines
Chief Engineer.....James Riley

KWHK

HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number 3-100
Transmitter Location .....Hutchinson
Air Time.....Sunrise-Sunset
News Service .....AP
Transcription Service .....Standard
Representative.Irene Griffith, Everett-McKinney
President.....James E. Murray
Sec.-Treas., Gen. Mgr.....Vern Minor
Prom., Comm. Mgr. .....Gren Darling
Program Director .....Malcolm West
Publicity Director .....Don Salmon
Musical Director.....J. Bruce Murray
Chief Engineer.....Millary Clary
Consulting Engineer.....Earl Cullum

KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone Number 1010
Transmitter Location .....16th & Maple
News Service .....AP
President.....J. Nelson Rupard
Program Director.....Les Brecht
Chief Engineer.....James Teats

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ..Junction City Bdcstg. Co.
Address .....724½ No. Washington St.
Phone Number .....Junction City 1477
Trans. Loca.....3 Mi. S. of city, on U. S. 77
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Microgroove
Membership .....NARTB, BAB
Sta., Gen. Mgr.....R. L. Weir, Jr.
Comm., Sls. Prom. Mgr.....James Platt
Program Director.....Arthur E. Cowan
News Director.....Bernard Hawley
Chief Engineer.....John Stone

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co., Inc.
Business Address.....823 Walnut
Phone Number.....Victor 3864
Transmitter Location.....901 N. 8th St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative .....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Sta., Comm. Manager.....Joe Story
Pgm., Prod. Dir.....George Stump
Chief Engineer.....Max Williams
Consulting Engineer....Chambers & Garrison

KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address .....Lawrence
News Service .....UP

Transcription Service .....Lang-Worth
Gen., Comm. Mgr.....Arden Booth
Program Director.....Ed Hundle
Chief Engineer.....Gerald Gray

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By ..Leavenworth Bdcstg. Co.
Address .....418½ Cherokee
Phone Number .....3620—3621
Transmitter Location.....R.R. No. 2
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
President .....Alf M. Landon
Gen., Sta., Comm. Mgr. .....M. L. Gleason
Sales Prom. Mgr.....Bob Buis
Program, Prod. Director.....Frank Smith
Chief Announcer.....Chet Kozak
Chief Engineer .....David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business-Studio Address.....E. 8th St., P. O. Box 311
Phone Number 3891
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, BAB
President .....Alf M. Landon
General Manager.....Leon S. Salathiel
Commercial Manager.....Roy Pearce
Program Director.....Larry Filkins
Chief Engineer.....Wayne Pash

KMAN

MANHATTAN—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone Number 4451
Transcription Library.....RCA, SESAC
News Service .....AP
President.....Fred A. Seaton
General Manager.....Ray L. Kozak
Commercial Manager.....Bill Friday
Program Director.....Marvin Houtz
Chief Anncr., News Dir.....Brandon Chase
Chief Engineer.....Herbert P. Lavin

KNEX

McPHERSON—1949—LBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....McPherson Bcstg. Co.
Address.....P. O. Box 186
Phone Number 1540
Transmitter Location ...2 Mi. So. of McPherson
News Service .....AP
Transcription Service .....SESAC
President .....Evart Mills
General Manager .....Henry Dais
Commercial Mgr.....Vance Archer
Chief Engineer.....Claude Hughes
Consulting Engineer.....Ted Heithecker

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Johnson Cty. Bdcstg. Co., Inc.
Address .....131 E. Park Street
Phone Number 1200
Trans. Loca. .....1 Mi. So. of Olathe
Transcription Service ..... Capitol
Representative ..... Continental
Commercial Manager .....John M. Henry
General Manager.....Wm. T. Sutherland, Jr.
Program Director.....James M. Wear

KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Transmitter Address....2000 So. Main Street
Phone Number 1045
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr. .....J. N. Jobes
Sta. Mgr., Farm Edit. .....Herbert M. Jobes
Prom., Comm. Mgr.....Thomas F. Ruble
Chief Engineer.....Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number 4050
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service...Thesaurus, Associated
President .....Clyde M. Reed, Jr.
General Manager.....Raeburn D. Drenner
Chief Engineer.....Larry Freisner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d., 5,000 n.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Business Address.....P. O. Box 603
Phone Number 2165
Transmitter Location....3½ Mi. E. of Pittsburg
Air Time .....5:45 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB
President.....E. V. Baxter
Gen., Sta., Comm. Mgr. .....R. E. Wade
Chief Announcer.....Lou Martin
Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KSEK Bcstg. Co., Inc.
Business-Studio Address.....Box 610
Phone Number 742
Trans. Loca. .....E. Quincy St. (extended)
Air Time.....6:29 a.m.-10.30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
News Director.....John Hendry
Chief Engineer.....Ray Brasch

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 W. Iron Ave.
Phone Number 3701
Transmitter Location.....Hiway 40
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Sales Promotion Manager.....C. R. Lamer
Program Director.....Al Thompson
Publicity Director.....L. E. Fullen
News Director.....A. E. Horner
Chief Engineer.....Donald Engelhardt
Farm Editor.....U. D. Slater
Consulting Engineer.....A. Earl Cullum

KJAY

TOPEKA—1947—LBS

Frenquency: 1440 Kc. ..Power: 5000 Watts d.. 1000 Watts n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone Number 3-1336
Transmitter Location .....Lake Linge
Air Time.....6 a.m.-M.
News Service .....INS
Representative .....Forjoe
General Manager.....Norwood J. Patterson
Station Manager.....David G. Roberts
Pgm., News Dir.....Allen Franklin
Chief Engineer .....Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles B. Axton
Address.....214 W. 6th St.
Phone Number 4-3444
Transmitter Location .....North Buchanan
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated
Owner, Gen., Sta. Mgr.....C. B. Axton
Commercial Manager.....Allan Curnutt
Asst. Manager.....Marie M. McKinney
Pgm., Prod. Dir. .....Jack Warren Ostrode
Musical Director .....Charles Christian
Chief Engineer .....Willard H. Peterson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number 3-2377
Transmitter Location.....7 Mi. W. of Topeka
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Prog., Prod. Dir. .....Maude Carlson
Publicity Director.....Allan Young
Chief Engineer.....Lewis Dickensheets
Farm Editor .....Wes Seyler

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number 2-0505
Transmitter Location.....Grantville
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....R. C. Jackman
Business Manager .....Fred L. Conger
Sales Promotion Manager ...Gerald K. Barker
Program Director .....Max Falkenstein
Chief Anncr., Music Dir.....Robert Richmond
News Dir., Farm Editor.....Frank Jones
Chief Engineer.....Carl B. Bliesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Business-Studio Address..418 W. Douglas Ave.
Phone Number 4-9369
Transmitter Location.....19th & Hydraulic Sts.
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Pgm., News Dir. .....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone Number 4-2387
Transmitter Location.....5560 W. 13th St.
Air Time.....5 a.m-2 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....O. L. Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Commercial Manager .....Dudley Tichenor
Sales Promotion Manager .....Rusell L. Lowe
Program Director .....Vernon E. Reed
Production Director.....Justin Bradshaw
Chief Announcer .....Stan Hagan
News Director .....George Gow
Chief Engineer.....Ted Heithecker
Consulting Engineer.....Earl Cullum

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number 2-1447
Trans. Location.....42nd & B'way
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Sales Promotion Manager .....C. Sewell
Program Dir.....George Wells
Production Director.....B. J. Price
Publicity Director .....Marie MacDonald
News Director .....Bob Gadberry
Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number 2-4491
Transmitter Location.....RR 3
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Edward Petry
Membership .....NARTB
President .....John Rigby
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hix
Sales Promotion Manager.....Bob Payne
Program Director.....Thomas Bashaw
Publicity Director.....Marjory Bassett
Chief Announcer.....Don Anderson
Chief Engineer.....Virgil Hinshaw
Consulting Engineer.....Kear & Kennedy

KWBB

WICHITA—1951—LBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number 7-1265
Air Time.....6 a.m.-M.
Transcription Service.....Capitol, Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB, BAB
President .....Louis Levand
Gen., Sta. Mgr.....J. Milton Hall
Sales Manager.....Robert M. Kent
Program Director.....Donald Wells
Prod. Dir., Chief Anncr.....Chick Martin
Publicity Director.....Gordon Hittenmark
News Director.....Kerm Trimble
Chief Engineer.....Ralph McClellan
Consulting Engineer.....A. D. Ring

KENTUCKY

Pop. April 1, 1952 (Est.) 3,071,000—Total Housing Units 821,271
Families April 1, 1952 (Est.) 761,000—Stations in State 46

WCMI

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ....Ashland Bdcstg. Co., Inc.
Address .....120 20th Street
Phone Number 3010
Trans. Location .....48th & Clay Streets
Air Time.....6 a.m.-12:30 a.m.
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....John E. Pearson
Membership .....NARTB, BAB
President .....Gilmore N. Nunn
Comm., Gen., Sta. Mgr.....Charles C. Warren
Sales Prom. Mgr.....Whitney R. Martin
Pgm., Prod., News Dir. ....George Marshall
Musical Director.....Frank Lawson
Chief Engineer .....Clarence W. Weaver

WKCT

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Park Row
Phone Number 4325
Trans. Location .....Richardsville Road
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....J. H. McGillvra Inc.
President .....J. Ray Gaines
Sta., Gen. Mgr. .....Al Temple
Commercial Manager .....Houston Griffin
Prod., Pgm. Dir.....Dee Huddleston
Publicity Director.....Audrey Jackson
Chief Announcer.....James Topmiller Jr.
News Director.....Al Temple
Chief Engineer .....Jack Hendricks

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1410 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Bowling Green Bcstg. Co.
Address.....901 Fairview Ave.
Phone Number 3212
News Service .....AP
Transcription Service.....Capitol
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken D. Given
Commercial Manager.....Robert Proctor
Promotion Manager.....William Kuznitsof
Program Director.....Bill Stamps
Chief Engineer.....Rondal L. Miller

WLCK

CAMPBELLSVILLE—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Taylor County Bcstg Co.
Address.....P. O. Box 248
Phone Number 380
News Service .....UP
Transcription Service.....Capitol, Lang-Worth, Cole
President.....R. P. Thompson
General Manager....Russell F. Honeyman Jr.
Commercial Manager.....Custer Ruley
Program, News Director.....Tom Carlisle
Promotion Manager.....Reynolds Large
Chief Engineer.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address.....203 E. Main St.
Phone Number 250
Transmitter Location...On State Hway 55, 3¼ Mi. N. of Campbellsville
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
President.....H. T. Parrott
Gen.-Station Mgr.....James Shackiette
Sales Promotion Mgr.....Frank Hayden
Chief Announcer.....Ken Knight
News Director.....Dan Holt
Chief Engineer.....Harvey Kingsbury
Farm Editor.....C. V. Bryan
Consulting Engineer.....Arnold Henderson

WAIN

COLUMBIA—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
Phone Number 232
News Service .....UP
Trans. Ser.....MacGregor, Thesaurus
President, General Manager.....S. C. Bybee
Commercial Manager.....Lanier Burchett
Prom. Mgr., Pgm. Dir.....Rex Osborne
Chief Engineer.....Edwin P. Healy
News Director.....Oris Gowen

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address.Kentucky Ave. & Monroe St.
Phone Number 123-4, 1071
Trans. Location.....Woodbine Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....Russell Henson
Consulting Engineer.....A. D. Ring

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Transmitter Location.....Eighth & Horton Sts.
Air Time .....Daytime
News Service .....AP
Trans. Serv.....World, Lang-Worth
Membership .....NARTB, BAB
Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
Pgm., Prod., Dir.....E. C. Toleman
Chief Announcer.....Stephen Crane
Publicity Director.....Arthur L. Eilerman
News Director .....Walter Rehbaum
Musical Director .....Earl Jenkins
Chief Engineers...H. DeArmond E. C. Toleman

WCPM

CUMBERLAND—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Co.
Address.....WHLN, Harlan, Ky.
President.....R. B. Helms

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....P. O. Box 234
Phone Number.....Danville 1230
Transmitter Location .....Burgin Road
Air Time .....5:55 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Hal Holman Co.
Membe ship .....NARTB, BAB
Pres., Comm. Mgr. .....W. T. Isaac
V.P., Pgm., News Dir. ...David B. Highbaugh
Chief Engineer.....Henry C. Lovell
Consulting Engineer.....J. C. McNary

WIEL

ELIZABETHTOWN—1950—LBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Address.....P. O. Box 347
Phone Number 5151
Air Time.....5 a.m.-11 p.m.
Transcription Service.....Associated, World
News Service .....UP
Membership .....NARTB, BAB
President.....J. W. Hodges
Gen., Sta. Mgr.....Walter T. Gaines
Chief Engineer.....Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frankfort Bcstg. Co., Inc.
Transmitter Address .....Ky. Ave. Extended
Phone Number 48281
News Service .....AP
Transcription Service .....Capitol
Represen'ative .....Burn-Smith
Pres., Gen. Mgr.....James F. Cox
Program Director.....Alma LaFontaine
Chief Engineer.....Donald Peltz

WFUL

FULTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Ken-Tenn Bcstg. Corp.
Address.....P. O. Box 482
Phone Number 1270
News Service .....UP
President of Board.....Dr. R. W. Bushart
Sta. Mgr., Pgm. Dir.....Jack A. Dill
Commercial Manager.....Tommy Lovelace
Chief Engineer.....John Garrett Jr.

WKAY

GLASGOW—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Transmitter Address .....Happy Valley Rd.
Phone Number.....598, 632
News Service .....UP
Transcription Service .....World
President.....Gordon E. Brown
General Manager.....Jack Eversole
Commercial Manager.....J. M. Barrick
Program Director.....Freeman Cherry
Chief Announcer.....Lou Ellis
Chief Engineer.....C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Address.....S. Main St.
Phone Number 625-6
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service.....RCA, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
President, Gen. Mgr.....R. B. Helms
Comm., Sta. Mgr., Pgm. Dir.....J. T. Morgan
News Director.....Cawood Ledford
Chief Engineer .....J. Francke Fox, Jr.
Consulting Engineer.....Lewis King

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Address.....Peoples Bank Building
Phone Number .....Main 720
Transmitter Location.....Walkertown Sta.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark Co.
President.....Fred B. Bullard
Gen., Sta. Manager.....Richard H. Goodlette
Chief Engineer.....James C. French
Program Director.....Charles W. Metcalf
Commercial Manager.....Leslie H. Lamb

WSON

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number 3923
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Sales Prom. Mgr.....Ewing Graham
Program Director .....Martin E. Schaeffer
Chief Engineer.....Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Phone Number 1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....RCA
Representative .....Meeker
Membership .....NARTB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Commercial Manager .....Katherine Peden
Sales Prom. Mgr.....Mary Henry Duncan
Production Director .....Jack W. Jones
Chief Announcer .....Walter Wilson
Musical Director.....Otto Bash
News Dir., Farm Editor.....Jim Pasteur
Chief Engineer.....R. E. Wortham

WKLX

LEXINGTON—1946

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address .....Campbell House
Phone Number 3-0433
Transmitter Location.....Greendale Rd.
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Walker
President.....E. F. Prichard, Sr.
Gen., Comm. Mgr.....Ted Grizzard
Program Director.....Claude Sullivan
Chief Engineer.....Bill Yount

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. ...Power: 5000 Watts d., 1000 n.
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number 3-2727
Transmitter Location .....Russell Cave Rd.
Air Time .....5:30 a.m.-12 M.
Representative.....John E. Pearson
President.....Gilmore N. Nunn
V.P.-General Manager.....J. E. Willis
Assistant Manager .....Miller Welch
Sales Prom. Mgr.....Joe DeLong
Program Director .....Henry Allin
Technical Supervisor.....Henry C. Lockler
News Director .....Sue Fenimore
Musical Director .....Dave Parry

WLEX

LEXINGTON—1946—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address...First National Bank Bldg.
Phone Number 3-1975
Studio-Transmitter Location.Russell Cave Road
Air Time .....Unlimited
News Service .....AP
President.....J. D. Gay, Jr.
General Manager.....Guthrie Bell
Chief Engineer.....Wallace Roach
Consulting Engineer.....C. D. Summerford

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 2201
Transmitter Location.....Hamburg Pike
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service..Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership .....NARTB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager ....La Velle Waltman
Sales Prom. Mgr., Pub. Dir. ..Robert Elderman
Program Director.....James Caldwell
Production Director.....Ben Ewing
Chief Engineer.....Wilbur Hudson
News Director.....Hugh Sutton

WGRC

LOUISVILLE—1937—MBS

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone Number .....Wabash 8871
Transmitter Location .....Jeffersontown
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Walker
Membership .....NARTB
Pres., Comm. Mgr. .....J. Porter Smith
Sta., Gen. Mgr. .....Charles L. Harris
Pgm., Prod. Dir. .....Ward Hatcher
Prom., Pub. Dir.....L. Doc Cassidy
Chief Engineer.....W. J. Morrison
Chief Announcers.....Jack Donnell, Gerald Fordyce
News Director.....Gerald Brown
Consulting Engineer.....John Cruetz

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address.....6th & Broadway
Phone Number .....WAbash 2211
Trans. Location .....Eastwood, Ky.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Edward Petry & Co.
President .....Barry Bingham
Director .....Victor A. Sholis
Sales Director .....Neil D. Cline
Publicity Director.....R. W. Hughes
News Director .....Richard Oberlin
Chief Engineer .....Orrin W. Towner
Farm Editor.....Don Davis

WINN

LOUISVILLE—1940—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address....Earle Hotel
Phone Number.....WAbash 5148
Air Time.....7 a.m.-M.
News Service .....UP
Trans. Service.....World, SESAC
Representative .....The Taylor Co.
Membership .....NARTB
Pres., Gen., Sta. Mgr. .....Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Program Director.....M. Katherine McCarten
Production Director .....George Partridge
Publicity Director.....Helen E. Roberts
Chief Announcer .....Jim McIntyre
Chief Engineer.....Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Transmitter....Daisy Lane, New Albany, Ind.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Associated
President.....James F. Brownlee
Sta., Gen. Mgr. ... ...Joe Eaton
Commercial Manager.....Russell J. Pirkey
Production Director.....Mary Louise Moore
Chief Announcer.....Ed Farron
Prom., News Director.....Jean Clos
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Transmitter Address...River Rd., nr. Louisville
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Burn-Smith
President.....F. Eugene Sandford
V.P.-Station Manager.....Edwin E. S. Weldon
Vice-President.....S. A. Cisler
Commercial Manager.....H. Parker Smith
Program Director.....Harry Lockhart
News Director .....George Stratton
Chief Engineer.....Stanley Siegwald

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By....Robert W. Rounsaville
Trans. Bus.-Studio Add. ....2549 S. Third St.
Phone Number.....Calhoun 3680
Air Time .....Daytime
News Service .....UP
Representative .....Pearson
Owner, Gen. Mgr.....R. W. Rounsaville
Sta., Comm. Mgr.....Lee Smith
Prog., Prod. Dir.....Johnny Martin
Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1948—LBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
Phone Number 1885
Trans. Location.....Hgwy. 147
Air Time .....Sunrise-Sunset
News Service .....AP, UP
Trans. Service .....Capitol, World, Standard
President .....Edgar Arnold, Sr.
Sta., Gen. Mgr. .....H. W. Wells
Prom., Comm. Mgr. .....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris
News Director .....Edgar Arnold, Jr.
Chief Engineer .....Evers Mick

WKTM

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number 46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NARTB
President.....Frank O. Evens
Gen., Sta., Comm. Mgr. .....Wayne Morgan
Sales Promotion Manager.....Frances Finks
Program Director.....Margaret Dowdy
Prod., News Dir.....Charles Scholes
Publicity Director.....Hallie Vandergriff
Chief Engineer.....Joseph M. Hargrove
Chief Announcer.....Robert Horton

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By... West Ky. Bcstg. Co., Inc.
Business-Studio Address.....Box 26
Phone Number 1204
Transmitter Location.....Hway. No. 45, Paducah Rd.
Air Time.....5:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, BAB
President.....Rev. H. M. Suthard
General Mgr.....H. Y. Jones
Sales Prom. Mgr.....Carl Leigh
Program Director.....O. L. Davis
Chief Engineer.....Eural Wadlington

WFTM

MAYSVILLE—1948—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....Tobacco Sq.
Phone Number 1400
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Membership .....NARTB, BAB
President.....Charles P. Clarke
Gen., Sta. Mgr.....J. W. Betts
Commercial Mgr.....Horace Simpson
Program Director .....Gene Waters
Chief Announcer.....Wayne Bell
Chief Engineer.....Harvey Cross
Consulting Engineer.....Fred O. Grimwood

WMIK

MIDDLEBORO—1948—LBS-KBS

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg. Co., Inc.
Phone Number 980
Representative .....Holman
Transcription Service .....World
News Service .....AP
President.....Dr. U. G. Brummet
General Manager.....H. Webster Taylor
Comm., Prom. Mgr.....Maurice K. Henry
Chief Engineer.....Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone Number 1340
Transcription Service .....World
Manager .....Edward Griffin

WNOP

NEWPORT—1948—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100-L
Transmitter Location.....Cold Springs
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Forjoe
President.....James G. Lang
Station Manager.....Anna Mae Rolfes
News, Pgm. Dir., Chief Anncr. ....Doug Nunn
Commercial Manager.....Robt. N. Weis
Chief Engineer.....Joshua Burtz
Consulting Engineer.....E. C. Page

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Business Address .....Owensboro
Phone Number 3-1558
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director.....Mrs. Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS

OWENSBORO—1947—LBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number 3-3521
Tranmitter Location.....Hway. 60 W.
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
President.....V. J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Hayden
Program Director.....Larry Adams
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. ...Power: 1000 Watts d., 500 n.
Owned-Oper. By.....WKYB, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number 800
Trans. Loca.....4 Mi. SE of City
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....E. J. Paxton, Jr.
Commercial Manager.....S. Livingston
Sales Prom. Mgr.....J. W. Polk, Jr.
Program Dir.....Joe P. Knight
Publicity Director.....Joe Mitchell
Chief Engineer.....E. J. Pell
Consulting Engineer.....C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone Number 4100
Transmitter Location .....1600 North 8th
Air Time .....5 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
President .....Pierce E. Lackey
General, Sta. Manager.....Prewitt Lackey

Prog., Prod., News Dir.....Ray Mofield
Comm., Sales Prom. Mgr. .....Linn Wolff
Publicity Director.....Evelyn Stahl
Musical Director .....Jim Youngblood
Chief Engineer .....U. C. Morris
Farm Editor.....Phil Bimson

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. Howes Meade
Address .....Meade Bldg.
Phone Number 1196
News Service .....UP
President.....W. Howes Meade
General Manager.....Ted Arnold Silvert
Program Director.....John C. Paras
Chief Engineer.....James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone Number 161
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. J. Ward
Gen., Comm. Mgr., Pgm. Dir..Roy E. Alexander
Chief Engineer.....Guy N. Ferrell

WPKE

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Address .....Peach Orchard Rd.
Phone Number 1280
News Service .....AP
Transcription Service.....Standard, SESAC
President.....Clyde Childers Jr.
Program Director.....Mary Jane Petry
Comm., Gen. Mgr.....Edward Damron
Chief Engineer.....William J. Hart, Jr.

WPKY

PRINCETON—1950

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address.....U. S. Highway 62
News Service .....AP
Owner, Gen. Mgr.....Leslie Goodaker
Program Dir.....Mrs. Leslie Goodaker
Commercial Manager.....James H. Johnson
Chief Engineer.....Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Address .....P. O. Box 526
Phone Number 1240-41
News Service .....UP
Transcription Service .....World
Representative .....Colton
Membership .....NARTB, BAB
President.....W. Howes Meade
Gen., Sta. Mgr. .....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....Joe McNeilly
Chief Engineer .....Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address.....Vancleve
Phone Number 3
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Director.....Violet Person
Production Dir., Chief Announcer..Louis Bouck
Musical Director.....Rachel Picazo
Chief Engineer.....M. E. Picazo

WVLK

VERSAILLES-LEXINGTON—1947 MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Bluegrass Bcstg. Co.
Bus.-Studio Address.....Phoenix Hotel
Phone No...Versailles 654; Lexington 2-7177
Transmitter Location....Leestown & Yarnalton-Ironworks Rds., Fayette Co.
News Service .....AP
Transcription Service .....SESAC
Representative .....Burn-Smith, Inc.
President .....Garvice Kincaid
Gen., Sta. Mgr.....Donald J. Horton
Commercial Manager.....Lynn E. Knox
Sls. Prom. Mgr., Prod. Dir.....Charles Drew
Pgm., News Dir.....O. C. Halyard Jr.
Publicity Director.....Mrs. Kenneth Hart
Chief Announcer.....John Parrish
Musical Director.....Bud McClain
Chief Engineer.....Paul Dunbar
Farm Editor.....Mrs. Sarah Hensley
Consulting Engineer.....Sanford Helt

LOUISIANA

Pop. April 1, 1952 (Est.) 2,777,000—Total Housing Units 779,851
Families April 1, 1952 (Est.) 711,000—Stations in State 44

KROF

ABBEVILLE—1948—LBS

Frequency: 960 Kc. .....Power: 1000 Watts
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 620
Phone Number 90
Studio-Transmitter Location...U. S. H'way 161
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Secy.-Treas. Gen. Mgr.....George P. Martin
Program-Publicity Dir.....Ebba Lou Martin
Chief Engineer ..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ...Power: 5,000 Watts d., 1,000 Watts n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....6th and Johnston
Phone Number 3-2543
Trans. Location .....9/10 Mi. SE Pineville
News Service .....AP, UP
Trans. Serv. .....World, McGregor
Representative .....Weed & Co.
Membership .....NARTB, BAB
President .....Walter H. Allen
Sec.-Treas. .....T. B. Lanford
General, Sta. Manager.....Willard L. Cobb
Commercial Manager .....Walter D. Melson
Sales Promotion Manager.....Vivian Close
News Director .....Tom Journeay
Chief Announcer, Pgm. Dir.....Alex Marchand
Chief Engineer .....Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. ....Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....KSYL, Inc.
Trans. Loca., Address...Bolton Ave., Nr. Hwy. 71 (P. O. Box 1489)
Phone Number 6611,-12
Air Time .....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
Pres., Comm. Mgr.....Milton Fox
Gen., Sta. Mgr.....Virgil G. Evans
Pgm., Prod. Dir. .....Bruce Rainey
Publicity, News Director.....Jack McCall
Chief Engineer.....Thomas Marhefka
Consulting Engineer.....George Davis

KVOB

ALEXANDRIA—1948—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central La. Bcstg. Corp.
Address .....1710 Jackson St.
Phone Number 20481
Transmitter Location .....Old Boyce Road
News Service .....AP
Transcription Service .....Associated
Representative .....J. H. McGillvra Inc.
General Manager.....Ernest Watson

KTRY

BASTROP—1948—KBS-LBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Morehouse Bcstg. Co., Inc.
Bus.-Studio Address.....Box 193
Phone Number 1400
Transmitter Location .....Shelton Road
News Service .....UP
Transcription Service....Standard, Associated
President .....Nathan Bolton
General Manager.....Bill Davis
Commercial Manager .....G. I. Johnson
Program Director.....Carl Livingston
Chief Engineer .....S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Modern Bcstg. Co. of Baton Rouge, Inc.
Address.....Guaranty Income Life Bldg.
Phone Number 4-8571
Transmitter Location .....College Drive
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Adam Young
Membership .....NARTB, BAB
President.....Charles C. Barnard
Gen., Sta. Mgr.....T. E. Gibbens
Commercial Manager.....Richard Gregory
Pgm., Pub., Prod. Dir.....John Ferguson
Chief Announcer.....Bob Peters
Musical, News Director.....Roland Day
Chief Engineer.....Donald K. Allan
Consulting Engineer.....Guatney & Ray

WIBR

BATON ROUGE—1948—LBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Phone Number 49493
Transmitter Location .....600 Neosha St.

News Service .....UP
Trans. Serv. .....Lang-Worth & Standard
Representative .....Donald Cooke
Partners.....G. T. Owen, Owen W. Ware
Gen., Comm. Mgr.....Robert Earle
Promotion Manager.....Robert S. Davison
Program Director .....Scott Erwin
News Director.....Bernard Zuccaro
Chief Engineer .....E. E. Case

WJBO

BATON ROUGE—1934

NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number 2-5271
Transmitter Location.....Roosevelt Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Douglas L. Manship
V.P., General Mgr.....J. Roy Dabadie
Sales Manager.....Charles C. Garvey
Pgm., Pub. Director.....Ralph H. Sims
Production Dir.....Robert H. Scearce
Chief Engineer.....Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number 24411
Transmitter Location .....3399 Broussard St.
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Wm. G. Rambeau
President .....R. F. Cangelosi
General Manager.....Earl Smith
Commercial Manager.....A. Lamar Simmons
Chief Engineer.....Edward Van Valkenburg

WIKC

BOGALUSA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Enterp ise Publishing Co.
Business Address.....605 N. Rio Grande St.
Phone Number 1490
Studio-Trans. Add. ....605 N. Rio Grande St.
News Service .....AP
Transcription Service .....World
General Manager.....Curt Siegelin
Commercial Manager.....John H. Knight

KSIG

CROWLEY—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number 1450-1
Transmitter Location.....Odd Fellow Rd. & U. S. 90
News Service .....AP
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager ....B. Hillman Bailey, Jr.
Commercial Manager.....Edmond M. Klein
Program Directors.....Louis Basso Jr., Daniel E. Rogers
News Director .....Alden Sonnier
Chief Engineer.....G. L. Newman, Jr.

KDLA

DeRIDDER—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sabine Bcstg. Co.
Address .....Box 46
Phone Number 7600
News Service .....UP
Transcription Service .....MacGregor
Co-Owners.....Cyril W. Reddoch, John B. McCrary
Commercial Manager.....Ralph L. Hooks
Program Director.....Ted Thompson
Chief Engineer.....Klien Evans
News Director.....Bill Lynch

WIHL

HAMMOND—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By .....WIHL Bcstg. Co.
Bus.-Studio Add. .....205 E. Thomas St.
Phone Number 960
Transmitter Location .....Hammond
News Service .....AP
Partner, Gen. Engr.....F. E. Curnutt
Comm. Mgr.....J. K. Ferris
Program Director.....Mrs. F. E. Curnutt

KCIL

HOUMA—1946—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Business Address.....P. O. Box 1031
Phone Number 6828
Transmitter Location.....Bayou Black Dr.
Studio Address.....Box 1031
News Service .....AP
Transcription Service .....World
Owner.....Charles W. Lamar Jr.
General Manager.....Frank Conwell

KJEF

JENNINGS—1950

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....P. O. Box 935
Phone Number 1155
News Service .....UP
General Manager.....Clovis Bailey
Station Manager.....(Miss) Jackie Todd
Comm., Sales Prom. Mgr...Mildred Rhodriguez
Chief Engineer.....Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—MBS

Frequency: 1390 Kc.....Power: 1000 W. d., 500 W. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....P. O. Box 367
Phone Number 8-9494,-5
Transcription Service.....Standard, Capitol
News Service .....UP
Membership .....NARTB, BAB
President.....Paul H. De Clonet
General Manager.....Stanley G. Young
Commercial Manager.....J. W. Corcoran
Pgm., News Dir.....John H. Selleck
Publicity Director.....Bill Patton
Promotion Manager.....Mildred R. Bland
Musical Director.....Roy Hebert
Chief Engineer.....William H. Bland, Jr.
Consulting Engineer.....Guy Hutchinson

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 1070
Phone Number 5-6426,-7
Transmitter Location.....Scott Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
General Manager.....George H. Thomas
Sta., Prom. Mgr., Pub. Dir.....Evan H. Hughes
Commercial Manager.....Thomas G. Pears
Chief Announcer.....Don Metz
Musical Director.....Josephine Rowan
Chief Engineer.....Louis Pilcher
Consulting Engineer.....Andrew Ring

KLOU

LAKE CHARLES—1947—CBS
LOUISIANA

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Business-Studio Address....134 Clarence St.
Phone Number 6-7277
Transmitter Location.....North Lake Charles
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Pearson
President.....H. Vernon Anderson
Station Manager.....John L. Vath
Sales Prom. Mgr.....W. L. Swanson
Publicity Dir.....Lucille Storer
Program Director.....Sid Morse
Production Director.....Josephine Moss
Publicity Director.....Jeb Swanson
Chief Engineer.....Andrew Vargo

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number 2713
Transmitter Location ... W. of Lake Charles
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Manager.....P. E. Mills, Jr.
Sales Promotion Manager.....R. M. White
Program Director.....A. B. Craft, Jr.
Publicity Director .....Margaret Petty
Production Director.....Ralph James
Chief Anncr., News Dir.....Bob Thompson
Chief Engineer.....A. B. Craft
Consulting Engineer.....Commercial Radio

KWSL

LAKE CHARLES—1947—MBS-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KWSL, Inc.
Address.....1 Mill St.
Phone Number 6-1401
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Gen., Comm. Mgr.....Thomas A. Gresham
Sta. Mgr., Pgm. Dir.....Roy K. Rhodes
Chief Engineer.....LaVance Carson

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address.....311 Bernhardt Bldg.
Phone Number 3-4616
Transcription Service .....Capitol
News Service .....UP
Pres., Gen., Comm. Mgr....Dr. Frank Cerniglia
Pgm., News Dir., Chf. Engr.....Lonnie Licata
Promotion Manager.....John Lacy

KMLB

MONROE—1930

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone Number 25
Studio Address.....Frances Hotel
Transmitter Location.....Millhaven Rd.
News Service .....UP
Transcription Service .....World
Owner.....J. C. Liner, Sr.
Gen., Comm. Mgr.....Charles Price
Sales Prom. Mgr.....Lawrence Gibbs
Program Director.....Marjorie Watson
Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Bernhardt Bldg.
Phone Number 8155
Transmitter Location.....Good Hope Rd.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....James A. Noe
V.P.- Gen., Sta. Mgr.....Paul H. Goldman
Commercial Manager.....Lloyd Leonard
Pgm., Prod., News Di.ector....Irving Zeidman
Chief Engineer.....Jack Ratliff
Consulting Engineer.....F. H. McIntosh

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number 2353
News Service .....AP
President.....Dr. William H. Pierson
Gen. Mgr.....Charles L. Planchard

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address.....D. H. Castille Bldg.
Phone Number 965
Transmitter Location.....1102 W. Main St.
News Service .....AP
Transcription Service .....Capitol
Pres., General Manager....George H. Thomas
Station Manager.....Dierrell Hamm
Prom, Comm. Mgr. .....A. Hall Allen
Pgm. Dir., Chief Anncr. .....Donald Bonin
News Director.....Mark Douglas
Musical Director.....Mrs. John Trotter
Chief Engineer.....Merle Case

KVIM

NEW IBERIA—1950—LBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number.....2121
Transcription Service .....Associated
President.....P. M. Cochran
General Manager.....Gene Cuny
Program Director.....Hank Bonin
Chief Engineer.....William H. Bland

AP SELLS

For Stations and Sponsors—

For instance . . . KWKH

"The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly."

HENRY B. CLAY,
General Manager,
KWKH, Shreveport, Louisiana

• • • LOUISIANA • • •

WBOK

NEW ORLEANS—1951

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WBOK, Inc.
Address.....505 Baronne St.
Phone Number.....Tulane 5363
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Gen., Comm. Mgr.....Stanley W. Ray Jr.
Program Director.....Edward J. Prendergast
Promotion Manager.....Jack Murray
Chief Engineer.....Bob Sanders

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Transmitter Location.....Whitney Ave.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NARTB, BAB
President.....Edgar B. Stern, Jr.
V.P. & Gen. Mgr.....Robert Swezey
Secy.-Treas.....Lester E. Kabacoff
V.P. & Comm. Mgr.....Louis Read
Program Dir.....William Elwell
Prom. Mgr., Pub. Dir. ....Marion Annenberg
Musical Director .....Pete Landemann
Chief Announcer.....Gay Batson
Chief Engineer.....Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louis C. Carlson
Business-Studio Address.....Cigali Bldg.
Phone Number.....Ma. 3488
Transmitter Location.....2740 Abundance St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative.....W. G. Rambeau
Membership .....NARTB
Gen. Mgr.....Louise C. Carlson
Station Manager.....Ed. Carlson
Program Dir.....Bob Smith
Chief Engineer.....Frank J. Recely

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address .....Jung Hotel, 1500 Canal Street
Phone Number .....Canal 0356-0357
Transmitter Location .....1500 Canal St.
Air Time .....Sunrise-Sunset
Transcription Service .....Lang-Worth
Representative .....Indie Sales

Membership ....NARTB, BAB
President ....Chester Owens
Gen., Sta. Mgr....Ricky Adams
Program Director....Henry J. Thiele
Chief Announcer....James Price
News Director....Thomas Kelly
Musical Director....Clarance Hamman
Chief Engineer....Max Mipro
Consulting Engineer....L. J. N. du Triel

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc....Power: 500 Watts d.
Owned-Oper. By....Southland Bcstg. Co.
Address....2107 Dryades St.
Phone Number....Tulane 4841
Representative ....Pearson
News Service ....UP
President ....Lester Kamin
General Manager....Mort Silverman
Chief Engineer....Samuel Perkins
Asst. Mgr., Prom. Mgr....Russel E. Offhaus

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By....James A. Noe
Business-Studio Address....St. Charles Hotel
Phone Number ....Raymond 0423
Transmitter Location....Belle Chasse
Air Time ....Unlimited
News Service ....AP
Transcription Service ....Standard
Representative ....H-R
Membership ....NARTB, BAB
Owner....James A. Noe
Vice-Pres., Gen. Mgr....Patt McDonald
Sales Prom. Mgr....Don Scott
Prog., Prod. Dir....Beverly Brown
Chief Engineer....Ray Boyd

WSMB

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc....Power: 5000 Watts
Owned-Operated By....WSMB, Inc.
Business-Studio Address.Maison Blanche Bldg.
Phone Number....Magnolia 5921
Representative ....Edward Petry
President....N. L. Carter
General Manager....H. Wheelahan

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By....Royal Bcstg. Corp.
Address....Nat'l Bank of Commerce Bldg.

WTPS

NEW ORLEANS—1948—LBS

Frequency: 940 Kc....Power: 1000 d.; 500 n.
Owned-Oper. By.The Times Picayune Pub. Co.
Business Address....615 North St.
Phone Number....Tulane 2411
Transmitter Location....Hamilton Ave., Gretna
News Service ....AP
Transcription Service ....Associated
Representative ....Branham
President....L. K. Nicholson
General Mgr....H. F. Wehrmann
Commercial Mgr....J. R. O'Meallie

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc....Power: 5000 Watts
Owned-Operated By....WWEZ Radio Inc.
Bus.-Studio Address....Hotel New Orleans
Phone Number....Canal 3421
President....A. L. Chilton
General Manager....Joe A. Oswald
Program Dir....Ken Elliott
Chief Engineer....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc....Power: 50,000 Watts
Owned-Operated By....Loyola University
Address ....Roosevelt Hotel
Phone Number....Raymond 2194
News Service....UP, AP
Transcription Service....Standard, Thesaurus
Representative ....Katz
President....Rev. Thomas J. Shields
General Manager....W. H. Summerville
Comm. Manager....Larry Baird
Promotion Manager....Ray Liuzza
Program Director....E. M. Hoerner
Chief Engineer....J. D. Bloom, Jr.

KSLO

OPELOUSAS—1947—MBS

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By....KSLO Bcstg. Co.
Studio Address....KSLO Bldg.
Phone Number 2633
Transmitter Location....1½ Mi. SW. of City
Air Time ....Unlimited
News Service ....UP
Transcription Service ....World
Representative....Sears & Ayer
Membership ....NARTB, BAB
Gen., Sta. Mgr....W. Eugene Jones
Commercial Manager....A. B. Reed, Jr.
Sales Prom. Mgr....M. F. Faircloth
Program Director....Glen Hunt
Chief Anncr., News Dir....Floyd Cormier
Chief Engineer ....Freddie Hebert

KRUS

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc....Power: 250 Watts
Owned-Oper. By....Ruston Bcstg. Co.

Bus.-Studio Address...105 N. Railroad Ave.
Phone Number 1490
Transmitter Location.....Hway. 80, 2 Mi. W.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Chief Engineer.....Chester Gillespie

KCIJ

SHREVEPORT—1950—LBS

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....710 Milam St.
Phone Number 4-6681
News Service .....UP
Station Manager.....Martin Kirsch, Jr.
Station Director.....Ven Marshall

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone Number 3-3681
Transmitter Location.....Blanchard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
General Sta. Manager.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.
Prom. Mgr., Pub. Di-.....Bill Monroe
Program Director.....Joe Monroe
Chief Engineer.....L. J. Carlson
Consulting Engineer.....Commercial Radio

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel
Phone Number 6171
Representative .....Weed
Manager.....G. V. Wilson
Station Director.....W. L. Switzer

KTBS

SHREVEPORT—1929—NBC-TQ

Frequency: 710 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ....Radio Station KTBS, Inc.
Address .....312 East Kings Hway
Phone Number 7-3644
Transmitter Location .....Dixie
Air Time .....5 a.m.-12 M.
News Service ....AP, UP
Representative .....Petry
Transcription Service .....Associated
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. Newton Wray
National Sales Manager .....Dean R. Upson
Local Sales Manager Chas. F. Whitesides, Jr.
Pub. Dir., Sales Prom. Mgr. ..Marie B. Gifford
Program Director.....Deane R. Flett
Production Director.....P. J. White
News Director.....N. L. Gearhart
Chief Engineer .....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address....Commercial Bldg.
Phone Number 2-8711
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
President.....John D. Ewing
General Manager .....Henry B. Clay
Commercial Manager .....B. G. Robertson
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Chief Announcer.....Frank Page
News Director.....James Van Sickle
Chief Engineer.....W. E. Antony
Consulting Engineer.....A. Earl Cullum

MAINE

Pop. April 1, 1952 (Est.) 949,000—Total Housing Units 311,692
Families April 1, 1952 (Est.) 284,000—Stations in State 14

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Transmitter Address .....160 Bangor St.
Phone Number 2540-1
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President .....Faust Couture
General Manager.....Norman G. Gallant
Sales Prom. Mgr.....Floyd Smiley
Program Director .....Willard H. Blaisdell
News Director.....Robert Golderman
Chief Engineer.....Robert H. Parker

WRDO

AUGUSTA—1932—NBC-MAINE NERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone Number 2285
Transmitter Location .....Chelsea, Me.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed, Bannan
Membership .....NARTB, BAB
President .....Adeline B. Rines
Sta., Gen. Mgr. .....Jack S. Atwood
Commercial Manager .....Donald K. Powers
Prod., Pgm. Dir. .....Leslie R. Hubley
Publicity Director.....Danny I. Kelly
Chief Announcer.....Will Whitten
News Director.....Floyd Nute
Chief Engineer .....Harold I. Dinsmore

WABI

BANGOR—1922—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number 6446
Transmitter Location.....Wilson St., Brewer
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Representative .....Young
President .....Horace E. Hildreth
Gen., Sta. Mgr.....Murray Carpenter
Comm., Sales Prom. Mgr...Leon P. Gorman, Jr.
Pub. Pgm., Prod. Dir.....Richard Bronson
News Director.....Robert Patten
Chief Engineer.....Walter Dickson
Consulting Engineer.....George Davis

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc .....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bcstg. System
Phone Number 7354
Studio-Transmitter Location.....Mt. Hope Ave.
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Representative .....Avery-Knodel
President.....Guy P. Gannett
General Manager.....Lawrence W. Stubbs
Station Manager.....Samuel G. Henderson, Jr.
Program Director.....Clifton E. Reynolds
Chief Engineer.....Lauris P. MacGown
Consulting Engineer.....Lohnes & Culver

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Transmitter Location.....Broadway
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
Station Manager.....Edward E. Guernsey
Program Director.....Irving S. Hunter
News Director.....William Mincher
Publicity Director.....George Chapman
Musical Director.....Norman Lambert
Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Transmitter Location .....Garfield St., Saco
Phone Number 4-4566
Air Time .....7 a.m.-11:10 p.m.
News Service .....UP
Representative .....Devney & Co.
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Arthur Deters
Comm., Sales Prom. Mgr.....Carl Swanson
Pgm., Prod. Dir.....Don Dyer
News Director.....Hal Swaney
Chief Engineer .....Arthur Deters

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Phone Number 2257
Trans. Loc. Address.....1340 North Rd.
Air Time.....5:55 a.m.-M.
News Service .....AP
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Station Manager.....Ted Coffin
Commercial Manager.....Dewey Dewitt
Chief Engineer .....Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....4-6921
Transmitter Location.....Webber Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Forjoe
President .....Faust Couture
General-Station Mgr.....John C. Libby
Pgm., Prod., Pub. Dir.....Herb Fontaine
News Editor.....Jack Karmen

Chief Engineer.....Donald Mason
Farm Editor.....Harold Alberghini

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone Number 4-5401
Transmitter Location .....Auburn
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol
Representative .....Everett-McKinney, Kettell-Carter
President, Station Mgr.....Elden H. Shute, Jr.
General Mgr.-Treas.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Production Director .....Norman McKinstry
Chief Engineer.....Leslie R. Hall

WGAN

PORTLAND—1938—CBS-NERN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone Number 2-7423
Transmitter Location .....Riverton
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Representative .....Avery-Knodel
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Commercial Manager.....Richard E. Bates
Pgm., Pub. Dir. .....Francis H. Farnum, Jr.
Chief Engineer.....Roger W. Hodgkins
Consulting Engineer.Craven, Lohnes & Culver

WPOR

PORTLAND—1946—ABC-YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone Number 3-8111
Transmitter Location.....57 Baxter Blvd.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney Louis J. Borgatti
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Marguerite E. Phillips

AMERICAN BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Portland's favorite station—

ASK ANYONE!

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

Pgm., Prod. Dir. .....Raymond Mercier
Chief Anncr., News Dir.....S. Blake Ellis
Chief Engineer.....Roger L. Perry
Consulting Engineer.....E. C. Page

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number 2-0181
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Asst. Station Manager.....Linwood T. Pitman
Commercial Manager.....Albert W. Smith
Program Director.....Arthur Owens
Production Director.....P. N. Johnson
Chief Engineer .....Daniel B. Smith
News Director.....C. Thomas Wade

WAGM

PRESQUE ISLE—1931—MBS
YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Business-Studio Address.....180 W. State St.
Phone Number 8821
Transmitter Location.....U. S. Route 1
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
President.....Harry E. Umphrey
General Manager.....Harold D. Glidden
Commercial Manager .....Forrest Craig
Prod. Pgm. Dir.....Richard B. Marshall
Chief Engineer.....Lester E. Hughes

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number 2700-1
Transmitter Location .....Winslow
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative Everett-McKinney, Kettell-Carter
Membership .....NARTB, BAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Manager.....Harold I. Vigue
Sales Prom. Mgr., Pub., New Dir....Al Martin
Pgm., Music Dir.....Paul Huber
Chief Engineer.....Don Sutherland
Consulting Engineer.....Gordon Keyworth

MARYLAND

Pop. April 1, 1952 (Est.) 2,430,000—Total Housing Units 691,322
Families April 1, 1952 (Est.) 636,000—Stations in State 23

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....25 School St., P. O. Box 749
Phone Number.....Annapolis 2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service .....UP
President, General Mgr.....Morris H. Blum
Chief Engineer.....Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 508
Phone Number 9211
Transmitter-Studio Location.....Truxton Hgts.
News Service.....AP
Transcription Service .....World
Pres., Gen. Mgr.....Robert L. Blalock
Commercial Manager.....Patrick W. Larkin
Program Director.....M. E. Blalock
Chief Engineer.....Stanley C. Leck

WNAV

ANNAPOLIS—1949—LIBERTY

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By ....The Capital Bdcstg. Co.
Trans. Loca. Add..P. O. Box 829, Admiral Hgts.
Phone Number 2639
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....McGillvra, Inc.
President .....Albert H. MacCarthy
Sta., Gen. Mgr. .....H. Philip Nesbitt
Commercial Manager.....Robert C. Bicker

38,000 Square Miles! 496,810 Radio Families!

You Get MORE COVERAGE When You Buy

Radio Baltimore **WBAL** 50,000 Watts NBC in Maryland

Nationally Represented by EDWARD PETRY & CO., Inc.

Sales Promotion Manager.....Herb Robinson
Pgm., Prod. Director.....Mary Lane
Chief Engineer.....H. P. Nesbitt
Consulting Engineer.....Glenn Gilett

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By .....Hearst Radio, Inc.
Address .....2610 North Charles St.
Phone Number .....Hopkins 3000
Trans. Loca. .....Winans Rd., Randallstown
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Associated
Representative ....Edward Petry & Co., Inc.
President .....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering) .....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
News, Pub. Mgr.....Thomas J. White, Jr.
Chief Announcer.....Walter Linthicum
Dir. Women's Pgms.....Mollie Martin
Chief Engineer.....William C. Bareham
Consulting Engineer.....A. Earl Cullum

WBMD

BALTIMORE—1947—LBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 7095
Transmitter Location.....2901 Moravia Rd.
News Service .....AP
Representative.....Joseph Hershey McGillvra
President.....George E. Hull
Gen., Comm. Mgr.....H. Shelton Earp, Jr.
Program Director.....Tom O'Connor
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number .....Mulberry 0600-1-2-3-4
Transmitter Location.....Park Hgts. Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Chge. Nat'l. Sales.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones
Consulting Engineer.....George C. Dimes

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
Transmitter Location .....Painters Mill Rd., Owings Mills
News Service.....AP, INS
Representative .....Taylor
President, Comm. Manager.....John Elmer
Gen. Mgr., Pgm., News Dir.....G. H. Roeder
Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
Phone Number .....Mulberry 1300
Transmitter Location .....701 Waterview Ave.
Air Time.....6 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....John Blair & Co.
President .....Robert S. Maslin
V.P., Gen. Mgr. .....John E. Surrick
V.P., & Treasurer .....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr. ....Wm. S. Pirie, Jr.
Sales Promotion Manager ...William B. Roche
Special Events Dir.....Bert Hanauer
Chief Engineer .....William Q. Ranft

WSID

BALTIMORE—1948

Frequency 1010, Kc.....Power: 1000 Watts.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address...109 W. Baltimore St.
Phone Number.....Saratoga 8250
Transmitter Location .....Essex
Air Time .....Sunrise-sunset
President .....Richard Eaton
General Manager .....Albert R. Lanphear
Promotion Mgr.....Helen Wherley
Chief Engineer .....Leroy Reckling

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....5740 Reistertown Rd.
Phone Number.....Mohawk 4400
Transmitter Location.....300 President St.
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Associated
Representative .....Indie Sales
Pres., Gen. Mgr.....Thomas F. McNulty
Sales Prom. Mgr.....Bentley Stecher

...no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH

ask your Forjoe man to prove it!

Program Director.....Lenore Feldman
Chief Announcer.....Chester Kiser
Chief Engineer.....Harold A. Kemp
Consulting Engineer..Craven, Lohnes & Culver

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain Ave.
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....BAB
Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Dir.....Nedra Jeanne Berryman
Publicity Director.....Mae Hughes
Musical Director.....Anna Ray Suter
Chief Engineer.....James S. Duff
Consulting Engineer.....Jansky & Bailey

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Business-Studio Address.....1348 You St., Wash., D. C.
Phone Number.....Hobart 1233
Transmitter Location .....Bethesda
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB
Pres., Gen. Mgr.....Harold F. Sheffers
Sta. Mgr., Pgm. Dir.....Carl Robinson
Chief Engineer.....Richard Reagan

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Bus.-Studio Address .....P. O. Box 333
Transmitter Location .....N. E. Corner Bay St. & Queen Ann Ave.
News Service .....AP
Transcription Service .....World
President.....John W. Downing
Gen., Comm., Prom. Mgr..Norman V. Bergholm
Chief Ann., Pgm. Dir.....Edward H. Brigham
Chief Engineer.....Jerrold P. Merrit

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....P. O. Box 360
Phone Number 5400-1
Transmitter Loc.....Williams Rd., E. City Line
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker
President.....Karl F. Steinmann
Station Manager.....M. Campbell, Jr.
Commercial Manager .....Roy S. Knotts
Sales Prom. Mgr.....Eldred Steinman
News Director.....William Criswell
Chief Engineer....William Paul Clendenning

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Radio Corp.
Business-Studio Address.....Commercial Bank Bldg.
Phone Number 299
Transmitter Location .....Cumberland
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Branham
Pres., Gen., Sta. Mgr.....Charles E. Smith
Comm., Sales, Prom. Mgr.....Henry J. Guzik
Pgm., Prod. Dir.....Michael Hurst
Pub., News Dir.....Robert Rosamond
Chief Anncr., Music Dir.....Jack Gale
Chief Engineer.....John Ridgway

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Md. Bcstng.
Trans. Loca. Add. .....450 Byrd Avenue
Phone Number 5001
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Representative ...Radio Representatives, Inc.
President.....Richard A. Raese
V.P.-Gen., Sta. Mgr.....Dan Hydrick, Jr.
Commercial Manager.....Floyd V. Cozad
Sales Prom. Mgr.....Curry M. Bartlett
Program, News Dir.....Robert Calvert
Publicity Director.....Ed Meyer
Production Mgr.....James M. Martinson
Chief Engineer.....George Sokol, Jr.

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....Winchester Hall
Phone Number 1626
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....World
President .....Laurence Leonard
General Manager.....Alan W. Long
Program Director.....Evelyn Leonard

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Business-Studio Address....128 S. Prospect St.
Phone Number 4500
Transmitter Location.....Commonwealth Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NARTB
President .....Richard Eaton
Managing Director .....Albert R. Lanphear
General Manager .....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Publicity Director.....Lynn Keller
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone Number 2323
Transmitter Location.....Carroll Heights
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Prom., Mgr. .....William H. Paulsgrove
Commercial Mgr.....Clarence Myers
Pgm., Prod. Dir. .....Robert Lesher
Publicity Director .....Marie Whitecraft
Musical Director .....Patsy Miller
Chief Anncr., News Dir. ...D. Glenn Thomas
Chief Engineer.....George McIntire
Consulting Engineer.....Kear & Kennedy

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Transmitter Address .....Bel Air Rd.
Phone Number 800
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Schepp-Reiner
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Mus., Pgm., Prod., Pub. Dir. ..W. E. Baekey, Jr.
Chief Engineer.....Charles E. Veazie

WINX

ROCKVILLE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....United Bcstg. Co.

AP SELLS

For Stations and Sponsors—

For instance . . . WITH

"We have 160 AP newscasts sponsored weekly. Since WITH was established 10 years ago, we have used Associated Press news continuously, most of the time exclusively. Our AP membership has been a great satisfaction to us. Our AP service has produced two important results . . . satisfied sponsors . . . and a great deal of station revenue."

THOMAS TINSLEY,
President,
WITH, Baltimore, Maryland

Address.....Route 240, Rockville
Phone Number.....Rockville 4359
Transmitter Location .....Rockville
Air Time .....Sunrise-Sunset
News Service .....UP
President .....Richard Eaton
General Manager.....Richard C. Scheele
Promotion Manager.....Phyllis Johnson
Chief Engineer.....Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 6131
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service ...World, Lang-Worth
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward
Consulting Engineer.....A. D. Ring

WGAY

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone Number.....Shep. 1050
Studio-Transmitter Location.....Kemp Mill Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB, BAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brachuer
Comm., Sls., Prom. Mgr.....James E. Crismond
Prod., Pub., Pgm. Dir.....Ernest Tannen
Musical Director.....J. Robert Herr
Chief Engineer.....Arthur McDougall

MASSACHUSETTS

Pop. April 1, 1952 (Est.) 4,850,000—Total Housing Units 1,408,797
Families April 1, 1952 (Est.) 1,308,000—Stations in State 50

WARA

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address .....Bronson Bldg.
Phone Number 1320
Representative .....Bannan
Transcription Service .....Thesaurus
News Service .....UP
Membership .....NARTB, BAB
General Manager.....J. Ottmar
President.....Howard H. Sweet
Station Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Kenneth J. Dolan
News Director.....William J. Torpey
Consulting Engineer.....Gillett

WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Transmitter Location.....WBZ, Hull, Mass.; WBZA, East Springfield, Mass.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President .....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....C. M. Meehan
Promotion Manager.....John Stilli
Program Manager.....Avner Rakov
Chief Engineer.....WBZ, W. H. Hauser; WBZA, Harold Randol

WCOP

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....T. B. Balser, Jr., A. G. Beeman, Roy V. Whisnand (partners)
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Transmitter Location .....Lexington
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS
General Manager.....Roy V. Whisnand
Commercial Manager.....A. N. Armstrong
Program Director.....Irvin E. Dierdorff, Jr.
News Director.....Jack Chase
Chief Engineer.....Roland C. Hale

GO YANKEE! GO HOME-TOWN!

IN NEW ENGLAND

YANKEE HOME TOWN FOOD SHOW

with

Ruth Mugglebee

Woman's Editor Boston Record American and Sunday Advertiser

Bill Hahn

Yankee Radio and TV Personality

Monday thru Friday 1:15-1:45 P.M.

The fastest comer in New England food shows. In a year's time it equalled any similar program in participations of national advertisers. Renewals prove how effective it is. With this program beamed through the home-town station you can reach all of the home-town audience all over New England.

YANKEE NETWORK NEWS SERVICE

8 A.M. — 9 A.M. — 1 P.M. — 6 P.M. — 11 P.M.

Participations in the news is another way to get your broadcast *inside* each local area — gain extra local impact by going directly from home-town station to home-town audience. National advertisers have used the Yankee Network News Service for many years to go home-town in New England.

Ask the Man from
H-R Representatives, Inc.

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Transmitter Location....Mystic Valley Pkway.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
General Manager.....Harvey J. Struthers
Sales Promotion Mgr.....Charles B. H. Vaill
Program Director.....Raymond G. Girardin
Production Director.....Arthur C. King
Publicity Director.....Marie H. Houlahan
News Director .....Charles J. Ashley
Chief Engineer.....Harold A. Dorschug

WHEE

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....35 Court St.
Transmitter Location .....Medford
Air Time .....Sunrise-sunset
News Service .....UP
President .....Jack M. Berkman
Gen., Sta. Mgr.....Lambert B. Beeuwkes
Program Director.....William Stewart
Production Director.....Al Burns
Publicity Director.....Polly Haddad
News Director.....Steve James
Chief Engineer.....Donald Snider
Consulting Engineer.....George C. Davis

WMEX

BOSTON—1934—LBS

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St., Quincy
Air Time.....7:15 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
President, Prod., News Dir.....John E. Reilly
General, Station Manager.....William S. Pote
Consulting Engineer.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Publicity Director.....Mary Saunders
Program Director.....George Kaplan
Chief Announcer.....Joseph Grant
Musical Director.....John Kiley
Chief Engineer.....John Memishian
Farm Editors.....Stephen Follet, John Neville

The most popular show in Boston

COUNTRY STYLE WESTERN TUNES

(8:15 to 11:00 a.m. Monday thru Friday)

WMEX

Boston, Mass.

5,000 WATTS

MEMBER: LIBERTY BROADCASTING SYSTEM

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Thomas S. Lee Enterprises
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Transmitter Location.....N. Quincy
News Service .....Reuters
Transcription Service .....Associated
Representative .....H-R Reps.
Exec. V.P., Chg. Sales.....Linus Travers

WHDH

BOSTON—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Matheson Radio Co.
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HAncock 6-5500
Transmitter Location .....Needham
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB, BAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Program Director.....George M. Perkins
Production Director....George M. Watson, Jr.
Publicity Director .....William E. Shea
Chief Engineer.....Philip K. Baldwin
News Director.....John Day
Consulting Engineer.....A. Earl Cullum

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....92 State St.
Phone Number.....Lafayette 3-4000
Air Time .....Sunrise-Sunset
News Service .....AP
Representative .....Bolling Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Director.....Norm Prescott
Promotion Manager.....Robert Cabitt
Chief Engineer.....John Parker
News Director.....Richard D. Jordan

WVOM

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Address.....1 Harvard Street
Phone Number .....Beacon. 2-5650
Representative .....McGillvra
News Service .....UP
General Manager.....Benjamin Bartzoff
Commercial Manager.....Ken Strong
Chief Announcer.....William Harrington
Chief Engineer.....Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number .....Brockton 7062
Transmitter Location..Cor. West & Belmont Sts.
News Service .....AP
Transcription Service.....Thesaurus, SESAC,
Representative .....Bannan, Colton
Membership .....NARTB, BAB
Station Mgr.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Director.....Kenneth A. Wheeler

WTAO

CAMBRIDGE—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone Number.....Eliot 4-0500
News Service .....AP
Representative .....Indie Sales
President.....Frank J. Lyman, Jr.
General Manager.....F. C. Bailey
Program Dir.....Edward Penney
Chief Engineer.....Arthur W. Richardson

WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address .....Bridgeway Hotel
Phone Number.....Springfield 6-1323,
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB, BAB
President .....David Hayes
Sta., Comm., Gen. Mgr. ....Ralph J. Robinson
Program Dir.....Charles J. O'Malley
Chief Engineer.....Richard Glinka

WALE

FALL RIVER—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone Number 4-1400
News Service .....UP
Representative .....Walker
Managing Director.....George L. Sisson, Jr.

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.

Business-Studio Address.....102 So. Main St.
Phone Number 7-9477-8
Transmitter Location .....So. Somerset
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative..Headley-Reed, Bertha Bannan
Membership .....NARTB, BAB
Treas.-, Gen. Mgr. .....Melvin Lahr
Commercial Manager .....Neil Sullivan
Publicity Director .....John Crowley
Program Dir.....Angus Bailey
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS

Frequency: 1340 Kc.....Power: 1000 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number 3-3766
Transmitter Location.....Alpine Hill Rd.
Air Time .....Unimited
News Service .....AP
Representative .....Kettell-Carter, Walker
Membership .....NARTB, BAB
President.....Henry G. Molina, Jr.
General Manager.....Lew Sargent
Commercial Mgr.....James W. Chalmers
Program Dir.....David Rodman
News Director.....Leslie Levinson
Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Co.
Address.....455 Main St.
Phone Number 3-4897
Representative .....Devney
News Service .....INS
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr.....Ansel E. Gridley
Program Director.....John Wrisley
Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Suburban Bcstg. Co.
Business-Studio Address....Smith Bldg., Irving Square
Phone Number.....Framingham 7409
Transmitter Location.....Mt. Wayte Ave.
News Service .....UP
Representative .....Kettell-Carter

AP SELLS

For Stations and Sponsors—

For instance . . . WEIM

"AP is without question our Number One revenue getter! WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg's five banks for us—a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, 'As a merchandising vehicle, AP news is second to none.' "

HENRY G. MOLINA, JR.,
President,
WEIM, Fitchburg, Massachusetts

Gen., Prom. Manager.....Richard E. Adams
Commercial Manager ..James H. Shoemaker
News Director .....James H. Robbins
Chief Engineer .....Francis Bartol

WHOB

GARDNER—1946—GRANITE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Granite State
Business Number.....Green St., Gardner
Phone Number 1490
Representative .....Bolling Co.
President.....W. J. Barkley
Commercial Manager.....Robert A. Brennan
Program Director.....Arthur E. Vaughn
Chief Engineer.....John LaBonte

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number 4301-2
Transmitter Location.....Woodard Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service...Thesaurus, Associated, World
Representative.....Bertha Bannan, Walker
Membership .....NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Pgm. Dir., Chief Anncr. .....Ira I. Hewey
Pub., Music Dir.....C. D. Prentice, Jr.
News Director .....Graydon H. Spragg
Chief Engineer.....Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number 4-4733
Transmitter Location....110 Observatory Ave.
News Service .....AP
Representative .....Kettell-Carter
President.....John T. Russ
Gen., Comm. Mgr.....Robert I. Kimel
Program Director.....Kenneth Ash
Chief Engineer.....Paul A. Hurd

WHYN

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address .....180 High St.
Phone Number.....Holyoke 8238
Transmitter Location .....West Holyoke
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..Walker Co. & Bertha Bannan
Membership .....NARTB, BAB
Sta., Gen. Mgr.....Charles N. DeRose
Commercial Manager ....Patrick J. Montague
Program Director .....John Vondell
Chief Operator.....Alexander Paley
Consulting Engineer.....Kear & Kennedy

WREB

HOLYOKE—1950

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....323 High St.
Phone Number 2-3296
Transcription Service .....Associated
News Service .....AP
Representative .....Lionel Colton
President .....Sigward Holmes
Gen., Sta., Comm. Mgr.....W. W. Robinson
Pgm. Dir., Chief Anncr.....F. J. Hamel
News Director.....Francis Shea
Chief Engineer.....Ralph Benedict
Consulting Engineer.....A. D. Ring

WCCM

LAWRENCE—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address .....54 Essex Street
Phone Number ..Lawrence 37171, Lowell 6359
Transmitter Location .....Andover
Air Time .....Sunrise-Sunset
News Service .....AP
Representative.....Bannan, Indie Sales
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Geo. H. Jaspert
Production Director.....Nicholas P. Caruso
Chief Announcer .....Ernest H. Labranche
Prom. Mgr., Pub., News Dir.....W. F. Mitten
Chief Engineer .....Geo. H. Jaspert

WLAW

LAWRENCE—1937—ABC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business-Studio Address.....278 Essex St.
Phone Number.....Lawrence 2107
Transmitter Location .....Burlington
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Irving E. Rogers
Gen., Sta. Mgr.....William A. Riple
Commercial Manager.....Nona Kirby
Program Dir.....Richard T. Hickox
Production Director.....Hugh H. Sharpe III
Publicity Director.....Fred A. Sullivan
Chief Engineer.....George A. Hinckley
Consulting Engineer.....George C. Davis

WCAP

LOWELL—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....24 Central St.
Phone Number 4-0404
News Service .....UP
Pres., Gen. Mgr.....Israel Cohen
Commercial Manager.....Gerald F. Cronin
Program Director.....Milton B. Kaye
News Director.....Joseph S. Davis
Chief Engineer.....Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934
MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Trans. Address...39 Kearney Square (Lowell)
Cregg Bldg. (Lawrence)
Phone Number .....8715, Lawrence 2-2148
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Haskell Bloomberg
President .....Gerald Harrison
V. P. .....Carl S. Wheeler
Sta. Mgr. .....Dana W. Fitzgerald
Commercial Manager .....Haskell Bloomberg
Chief Engineer .....Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
Transmitter Location .....Heath's Court
Air Time.....6:45 a.m.-Sunset
News Service .....UP
Pres., Gen. Mgr.....Theodore Feinstein
Station Manager .....Winslow Bettinson
Commercial Mgr.....Leonard Meyers
Program Director .....Winslow Bettinson
Publicity Director .....Milt Jaffee
Chief Engineer.....John W. Parker

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Bay State Bcstg. Co.
Address .....Pope's Island
Phone Number 3-1767
News Service .....UP
President.....Joseph P. Duchaine
General Manager.....Otto F. A. Arnold
Commercial Manager.....O. S. Perry
Pgm., Farm Dir.....Emmett Hearn
Chief Engineer.....Harold H. Hoover, Jr.

WNBH

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County Sts.
Phone Number 8-5228
Transmitter Location.....Fairhaven
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative....Walker Co., Bertha Bannan
Vice-President .....Basil Brewer
Station Manager .....Paul Perreault
Comm., Sales Prom. Mgr. .....David Shurtleff
Program Director.....Edward Boghosian
Chief Engineer.....Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number 1230
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....J. Gordon Keyworth
Program Manager .....Benjamin A. Hubley
Chief Technician.....William B. Dailey

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. .....Power: 250 Watts d.
Owned-Operated By.....Courtlandt Nicoll
Address .....20 State Street
Phone Number 860
Transmitter Location .....Curran Highway
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....Courtlandt Nicoll
Commercial Manager.....Richard Woodies
Program Director.....Tom Varnum
Chief Engineer.....Gerald O'Grady

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Transcription Service .....Standard
President.....John H. Williams
Gen., Comm. Mgr.....Alexander W. Milne

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292-3

Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney, Kettell-Carter
Membership .....NARTB, BAB
President.....L. K. Miller
Gen., Sta., Comm.....W. Wendell Budrow
Pgm., Prod. Dir. .....Harry Brown
Chief Announcer .....Dana Jones
Chief Engineer.....Walton Ayer
Pgm., Prod., Pub. Dir.....Robert Henabery
Consulting Engineer.....Paul Godley

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Transmitter Location.....1100 East St.
Air Time .....6:40 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker, Morgatti
Membership .....NARTB, BAB
President .....Leon Podolsky
Sta., Gen. Mgr. .....John T. Parsons
Commercial Manager.....Walter Kearsey
Sales Promotion Manager.....Larry Vaber
Mus., Pub., Pgm. Dir. .....Richard Bolender
Production Director .....Ted Holmes
Chief Engineer.....Leonard Lavendol
Consulting Engineer.....J. C. McNary

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....29 Brackett St.
Phone Number.....Mayflower 9-1300
News Service .....AP
Transcription Service .....World
Pres., Sta. Mgr., Pgm. Dir. ..Joseph H. Tobin
Comm., Sales Prom. Mgr., Chief Engineer....
James D. Asher
News Director .....Bill Edwards

WESX

SALEM—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address....49 Washington St.
Phone Number 5670
Transmitter.....Naugus Head, Marblehead
President.....Joseph H. Tobin
Gen., Prom., Comm. Mgr.....William C. Asher
Program Director.....Henry Forbes

WBZA-WBZ

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN

(See Boston Listing)

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone Number.....Springfield 7-1414
Transmitter Location.....101 West St.
News Service .....UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....Gerald Harrison
Sales Prom., Sta. Mgr.....Robert Donahue
Commercial Manager.....Robert Feldman
Program Director.....Turner Cooke
Publicity Director.....Paul Peltier
Chief Engineer.....John Michnovez

WJKO

SPRINGFIELD—1949

Frequency: 1600 Kc. ....5 KW d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address .....137 State St.
Phone Number 2-7487
Trans. Loca. ...No. Main St., E. Longmeadow
Air Time .....Unlimited
News Service .....UP
Representative .....The Bolling Co.
Gen. Mgr., Pgm. Dir.....C. M. Manitsas
Comm. Mgr., Chief Engr....E. G. Hewinson, Sr.
Sales Prom. Mgr.....William Heron
Publicity Director.....Paul Rogers
Production Director.....Don Thomas
Consulting Engineer.....Foss & Co.

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business .....63 Chestnut St.
Phone Number 6-2757
Transmitter Location.....W. Springfield
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....George P. Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....J. H. Ferguson, Jr.
Sales Prom. Mgr., Pub. Dir...Howard S. Keefe
Program Director .....Wayne H. Latham
Chief Engineer.....George Townsend

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Phone Number 9-4768
Air Time.....6:40 a.m.-12 M.
News Service .....INS
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Oper.. Mgr., Chief Engr.....J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Co.
Address.....174 Broadway
Phone Number 4-7528
Transcription Service .....Lang-Worth
News Service .....UP
President.....J. Marshall McGregor
General Manager.....James Milton Hammond
Station Manager.....Joseph G. Quill
Commercial Manager.....Edwin Stawniak
Chief Engineer.....Owen Kelleher

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....4 Gordon St.
Phone Number.....We 5-7080
Transmitter Location.....South St.
Air Time .....Daytime
News Service .....UP
Representative .....Bannan
President.....Richard C. O'Hare
General Manager.....Deuel Richardson
Commercial Manager.....Theodore Jones
Chief Engineer.....J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Donald W. Howe
Business-Studio Address.....East St.
Phone Number 1250
Transmitter Location.....Coy's Hill, Warren
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative.....Borgatti, Radio Reps.
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....Donald W. Howe
Program Director.....Tom Colton
News Director.....Loren C. Smith
Chief Engineer.....Fred Joslin

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Transmitter Address .....South Sea Ave.
Phone Number.....Hyannis 502
Air Time .....7 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
President .....Basil Brewer
Gen., Sta. Mgr. .....Gerald L. Staten
Sta., Prom. Mgr.....Paul Stiles
Program Director.....Joyce Johnson
Chief Engineer .....Zigmum Grobowski

WAAB

WORCESTER—1931—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By .....The Olin Corp.
Business-Studio Address ....34 Mechanic St.
Phone Number 2-5611
Transmitter Location .....Holden
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative ..... Everett-McKinney
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....B. W. Olin, Jr.
Comm., Sls. Prom. Mgr.....George J. Kapel
Pgm., Prod., Pub. Dir.....Don Stevens
Chief Engineer.....Felix Bonvouloir

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Trans. Address ....Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Bolling
President.....Paul C. Lytle
Sta., Gen. Mgr. .....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
News Director .....Andrew F. Hickey
Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Worcester
Business-Studio Address.....65 Elm St.
Phone Number 5-3101
Transmitter Location .....Auburn
Air Time.....7 a.m.-M.
News Service .....AP
Representative .....Headley-Reed

Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio *ONLY* homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

President.....C. George Taylor
Gen., Sta. Mgr.....Kenneth B. Murray
Pgm. Dir., Chief Anncr.....W. W. Pierce, III
Chief Engineer.....Carroll Philbrook

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Transmitter Location..Shrewsbury St., Holden
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Station Manager.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager ...Edwin W. Quinn
Prod., Pgm. Dir. .....A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning

MICHIGAN

Pop. April 1, 1952 (Est.) 6,590,000—Total Housing Units 1,979,994
Families April 1, 1952 (Est.) 1,825,000—Stations in State 67

WABJ

ADRIAN—1946

Frequency: 1500 Kc. ....Power: 250 Watts d.
Owned-Oper. By .....James Gerity, Jr.
Address .....Treat Rd.
Phone Number 9000
Transmitter Location .....Treat Rd.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative .....Hal Holman Co.
Membership .....NARTB, BAB
Owner .....James Gerity, Jr.
General Manager .....O. Wm. Myers
Commercial Manager.....Harley West, Jr.
News, Pgm. Dir. .....Larry Payne
Chief Announcer .....Phil Sanford
Chief Engineer .....Elwood Brown
Consulting Engineer.....Earl Cullum

WFYC

ALMA—1948

Frequency: 1280 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....WFYC, Inc.
Address .....408½ Gratiot Ave.
Phone Number 95
Trans. Loca. .....1 Mi. E. of City on U.S. 27
News Service .....UP
Trans. Service .....Lang-Worth, World
President.....L. R. Kamperman
General Manager.....Robert W. Cessna
Program Director.....Bob Clayton
News Director.....David Sommerville
Chief Engineer.....Harold Frisbee

WATZ

ALPENA—1946
MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number 1049
Studio-Transmitter Location.....M-32 West
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
President .....Les Biederman
General Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV

ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Business Address.....Box 608
Phone Number 2-4573
Studio-Trans. Location.....4230 Packard Rd.
News Service .....AP
Transcription Service .....World
Representative .....Walker
President.....J. F. Hopkins
General Manager.....Steve Filipiak
Program Dir.....Cecelia Ward
Chief Engineer.....James Allen

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor. Hutzel Bldg.
Phone Number 2-5517
Transmitter Location.....1795 So. Maple Rd.
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
President.....Arthur E. Greene
General Manager.....Edward F. Baughn
Commercial Manager.....Kenneth McDonald
Program Director.....Pat Quinn
Chief Engineer.....George D. Stearns

WLEW

BAD AXE—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Saginaw Bcstg. Co.
Phone Number 1010
Representative .....Headley-Reed
Transcription Service .....Standard
News Service .....AP
President.....Milton L. Greenebaum
Vice-President .....Jack Parker
Commercial Manager.....Cliff Thomas
Chief Engineer.....Meredith Koerner

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Business-Studio Address....402 Security Natl. Bank Bldg.
Phone Number 3-5555
Transmitter Location.....Golden Ave.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative ..... Burn-Smith
Pres., General Manager.....Robert H. Holmes
Commercial Manager .....F. K. Doyle
Program Director.....E. F. Cahill
News Director.....Robt. Merklein
Chief Engineer.....Raymond Roof

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number 5655
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Bolling
Membership .....NARTB, BAB
General Manager.....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number 7551-2
Transmitter Address....Tuscola Rd., Hampton
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
News Director .....Frank J. Walsh
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Consulting Engineer .....Jansty & Bailey

WGRO

BAY CITY—1949—LBS—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Griner-Dillon Bcstg. Co.
Trans. Address .....4451 Wheeler Rd.
Phone Number 3-1260
Air Time .....Daytime
News Service .....AP
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Gail D. Griner
Comm., Sales Prom. Mgr.....Edward T. Dillon
Chief Engineer .....Floyd Woody

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address .....Fairplain Ave.
Phone Number 5-2113
Transmitter Location .....Fairplain Ave.
Air Time .....Sunrise-Sunset

WELL
BATTLE CREEK

Battle Creek's top-rated station

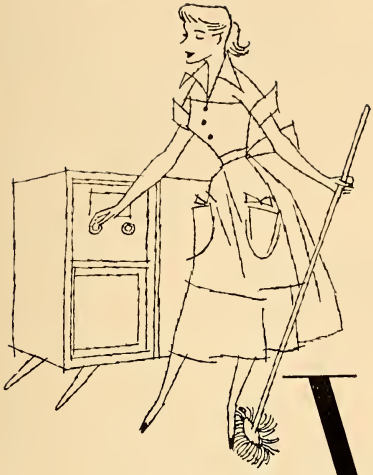
and the best buy because . . .

- *26 years of making friends—and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by THE BOLLING CO.

250W • 1400

WELL
WELL-FM



WJR

the **GREAT VOICE** *of the* **GREAT LAKES**

News Service ....AP
Transcription Service Lang-Worth, RCA, World
Representative ....Hal Holman
Membership ....NARTB, BAB
President ....Stanley R. Banyon
Gen., Sta. Mgr. ....J. P. Scherer
Commercial Manager ....Ted Vernasco
Sales Prom. Mgr. ....Dwight Edmunds
Program Director ....John Pershing Chase
Publicity Director ....Charles Hart
Production Director ....Cal Bollwinkel
Chief Engineer ....Munson Robinson
Consulting Engineer Craven, Lohnes & Culver

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc. ....Power: 250 Watts
Owned-Operated By ....Midwestern Bcstg. Co.
Business-Studio Address P.O. Box 219, Cadillac
Phone Number 1270
News Service ....AP
Transcription Service ....SESAC, KBS
Representative ....Hal Holman
Pres., Gen. Mgr. ....Les Biederman
Station Manager ....Art Nyhus
Commercial Manager ....M. L. Chandler
Chief Engineer ....Bill Kikel

WTVB

COLDWATER—1949—LBS

Frequency' 1590 Kc. ....Power: 1000 Watts
Owned-Oper. By ....Twin Valley Bdcstrs, Inc.
Address ....Box 32
Phone Number 1230
Trans. Loca. ....1½ Mi. So. on U.S. 27
Air Time ....6 a.m.-9 p.m.
News Service ....AP
Trans. Service ....Associated, Cole
Representative ....McGillvra
President ....George Hosek
Gen., Station Manager ....E. Harold Munn, Jr.
Program Director ....Jack Douglas
Chief Engineer ....E. Harold Munn, Jr.

WKMH

DEARBORN—1946—LBS

Frequency: 1310 Kc. ....Power 5000 Watts d., 1000 n.
Owned-Operated By ....WKMH, Inc.
Business-Studio Address ....WKMH Bldg.
Phone Number ....Logan 2-4000
Transmitter ....Willow Run Express Hway.
Air Time ....24 Hrs.
News Service ....INS, UP
Transcription Service ....Lang-Worth
Representative ....Headley-Reed
Membership ....NARTB, BAB
Pres., Sta., Gen. Mgr. ....Fred A. Knorr
Comm., Prom. Mgr. ....George M. Miller
Program Director ....Verna Borsadi
Production Director ....Clare Linn
Chief Engineer ....Jerrold Martin
News Director ....Dale Marr
Musical Director ....Albert Gross
Farm Editor ....Terry Washburn
Consulting Engineer ....Kear & Kennedy

CKLW

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. ....Power: 50,000 Watts
Owned-Oper. By ....Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.
Business Address ....3300 Guardian Bldg., Det.
Phone Number ....Woodward 1-7200
Studio Address ....Canada Trust Bldg., Windsor
Transmitter Location ....Harrow, Ont.
Air Time ....24 Hrs.
News Service ....INS, UP
Transcription Service ....Standard, World, Thesaurus
Representative ....All Canada Facilities, Adam J. Young, Jr.
Membership ....NARTB
President, General Mgr. ....J. E. Campeau
Sta. Mgr., Chief Engr. ....W. J. Carter
Commercial Manager ....E. Wilson Wardell
Sales Prom. Mgr. ....Art Gloster
Pgm., Prod. Dir. ....S. Campbell Ritchie
News Director ....Val Clare
Publicity Director ....Gene Saunders
Chief Announcer ....John Gordon
Musical Director ....Wally Townsend
Farm Editor ....Austin Grant

WJBK

DETROIT—1928

Frequency: 1490 Kc. ....Power: 250 Watts
Owned-Operated By ....Fort Industry Co.
Business-Studio Address ....500 Temple Ave.
Phone Number ....TEmple 3-7900
Transmitter Location ....15555 Woodrow Wilson
Air Time ....24 Hours
News Service ....INS, UP
Representative ....Katz Agency
Membership ....NARTB
President ....George B. Storer
Exec. Vice-Pres. ....Richard E. Jones
Sales Manager ....Tom Harker
Program Director ....Richard Fischer
Publicity Director ....Patricia MacInnis
Chief Engineer ....Paul O. Frincke
Consulting Engineer ....Earl Cullum

WJLB

DETROIT—1926

Frequency: 1400 Kc. ....Power: 250 Watts
Owned-Oper. By ....Booth Radio & TV Stas.
Business Address ....David Broderick Tower
Phone Number ....WOodward 5-2000
Transmitter Location ....375 Midland Ave.
News Service ....AP
Membership ....BAB
Representative ....Forjoe
Pres., Gen. Mgr. ....John L. Booth

• Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money

• Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., *Nat'l Rep.* • J. E. Campeau, *President*

• MUTUAL •

Commercial Manager.....Eric V. Hay
Sales Prom. Mgr.....Edwin E. Nyy
Program Director.....George Kendall
Chief Announcer.....Richard Pavey
Chief Engineer.....Edward H. Clark

WJR

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address .....Fisher Bldg.
Phone Number .....Trinity 5-4440
Transmitter Location .....Trenton
Air Time .....24 Hours
News Service .....AP, INS, UP
Trans. Service.....Thesaurus, World
Representative .....Petry & Co.
Membership .....NARTB, BAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sales Service Manager ....F. A. McPhillips
Advt. & Pub. Rel. Dir.....James Quello
Sales Manager.....Elmer O. Wayne
Program Director .....Franklin Mitchell
Production Director .....Norman White
V.P. in charge of News.....George Cushing
Chief Announcer.....Charles Park
News Editor .....Jack White
Musical Director .....Paul LaVoie
V.P. in chge of Engr. .....George Leydorf
Farm Editor .....Marshall Wells

(See Pages 276, 477)

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address .....615 W. Lafayette
Phone Number .....WOodward 2-2000
Trans. Loca. .....8 Mi. & Myers Rd.
Air Time .....24 Hours
News Service .....AP, UP
Trans. Serv. .....Lang-Worth & Thesaurus
Representative ...George P. Hollingberry Co.
Membership .....NARTB
Director of Radio .....W. J. Scripps
General Manager.....Edward Wheeler
Station Manager .....Don DeGroot
General Program Mgr. .....M. C. Wissman
General Engr. Mgr. .....E. J. Love
Public Affairs Manager .....James Eberle
Pgm. & Prod. Mgr.....Charles Penman
Publicity Manager.....Fran Harris
Chief Engineer.....Carl Wesser
Promotion Manager.....Jack Albert
Program Manager .....John Hill
News Editor .....Tom MacMahon
Musical Director.....Mischa Kottler
Farm Editor .....John Merrifield
Sales Manager .....Wendell Parmelee
Consulting Engineer.....William L. Foss

(See Page 474)

WXYZ

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....WVYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number .....WOodward 3-8321
Transmitter Location....Joy Rd. & Greenfield
Air Time .....6:30 a.m.-1 a.m.
News Service .....AP
Representative .....ABC Spot Sales
President.....James G. Riddell
Commercial Manager.....Harold Christian
Pub. Dir., Sales Prom. Mgr....William Morgan
Program Director.....Jack McCarthy
Chief Engineer .....Charles Kocher

WDBC

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....P. O. Box 419
Phone Number 3190-1
Transmitter Location.....Ski Hill Rd.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Gen., Comm. Mgr.....George D. Lindenthal
Sta., Mgr., Pgm. Dir.....Robert Wagner
Production Director.....John Hagerman
Chief Engineer.....Jack W. Foster
Consulting Engineer.....McNary, Wrathall

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations,
Business-Studio Address....112 W. Water St.
Phone Number.....Detroit, Woodward 2-0220; Flint, 9-8686
Transmitter Location.....3076 Bristol Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....BAB
President.....John Lord Booth
General Manager .....W. Eldon Garner
Program Dir.....Jerry Schroeder
Chief Engineer.....G. Elwood Ryan

WCLC

FLINT—1952—LBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Adelaide L. Carrell
Address.....1623 Utica Ave.
Phone Number 43381
News Service .....AP
Transcription Service .....SESAC

Man. Dir., Comm. Mgr.....Adelaide L. Carrell
Prom., Publ. Dir.....Charles R. Carrell
Program Director.....Richard Hallwood
Chief Engineer.....James Robertson
Consulting Engineer.....Russell P. May

WFDF

FLINT—1922—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Bus.-Studio Address....Mott Foundation Bldg.
Phone Number 2-7158
Transmitter Location .....Briston Road
Air Time .....5:45 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Thesaurus, Standard, Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
President.....Harry M. Bitner, Sr.
General Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Farm Edit., Pgm. Dir. .....Elmer A. Knopf
Chief Announcer.....Irving Haggart
News Director.....Jack Lewin
Musical Director.....Billy Geyer
Chief Engineer.....Frank D. Fallain
Consulting Engineer .....Gillett & Assoc.

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Business-Studio Address.....573 Mary St.
Phone Number 3-5112
Transmitter Location .....3417 Lapeer Rd.
Air Time .....Daytime
Transcription Service .....UP
Transcription Service .....Standard
Representative ..... Best
President .....Victor Longfield
General Manager.....William H. Morford
Chief Engineer.....Homer Blumerich
Commercial Manager.....Richard Carter

WTAC

FLINT—1946—NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number.....Flint 2-1136
Transmitter Location.....6171 Center Rd., Grand Blanc
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Sta., Comm. Mgr.....J. R. McKinley
Program Dir.....Laurence Arnold
Chief Engineer.....Frank Folsom

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone Number.....Traverse City 2700
Representative .....Holman
Transcription Service .....Standard
News Service .....AP
President .....Les Biederman
General Manager.....Mitch Gordon
Commercial Manager.....Gerald Crittenden
Program Director.....Ken Haven
Chief Engineer.....William Kiker

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Grand Haven Bcstg. Co.
Address .....Grand Haven

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Business-Studio Address..430 Federal Square Bldg.
Phone Number.....Gl. 6-9541
Trans. Loca.....501 Garfield Ave., N.W.
Air Time .....Sunrise-sunset
News Service .....AP
Trans. Serv.....Associated, RCA, Thesaurus
Representative .....Hil F. Best
Pres., Gen., Sta. Mgr. .....William Kuiper
Commercial Manager.....H. J. Swierenga
Program Director .....Henry Bosch
Chief Engineer.....Jack Timmer
Sales Prom., Prod. Dir.....Roy W. Marsh
News Director .....Gordon Kibby
Musical Director .....Bob Beukema

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone Number 9-4111
Transmitter Location..1300 Plymouth Rd., N.E.
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Pres., Gen., Sta. Mgr.....Paul F. Eichhorn
Program Director.....F. T. Mabie
Chief Engineer.....Richard Groenevelt
Consulting Engineer.....Commercial Radio

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address .....124 W. Mich. Ave., Kalamazoo
Phone Number .....Glendale 6-8512
Transmitter Location .....Pantlind Hotel
Air Time.....6:30 a.m.-12:05 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....John E. Fetzer
Pub. Dir., Sta. Mgr. .....Martin Giaimo
Commercial Manager .....John W. O'Harrow
Sales Promotion Manager .....Martin Giaimo
Production Supervisor .....Donald Richardson
Dir. of Public Affairs ....Dr. Willis F. Dunbar
Chief Engineer .....Carl E. Lee
Consulting Engineer .....Paul F. Godley

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Versluis Radio & Television, Inc.
Trans. Loca. Add. .....6 Fountain St., N.E.
Phone Number.....GLendale 6-5461
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership ..... BAB
President.....Leonard A. Versluis
Vice-Pres. & Gen. Mgr.....Hy M. Steed
Sales Promotion Manager....L. A. Versluis, Jr.
Program Director .....Bob Kirby
Production Director.....Don Mullen
Chief Engineer.....Lee Stevens
Consulting Engineer .....George Davis

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address ..1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4211
Transmitter Location.....60th St.
Air Time .....5:30 a.m.-1 a.m.
News Service .....UP
Trans. Serv. .....Lang-Worth, World
Representative .....Katz Agency
President .....H. M. Bitner, Sr.
Gen., Sta., Comm. Mgr. ...William Schroeder
Program Director .....Frank Sisson
Publicity Director .....Howard Silbar
News Director .....Bob Runyon
Chief Engineer .....Robert Wilson

WHTC

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address.....5 E. Eighth St.
Phone Number 9482
Transmitter Location.....4th & Central Avenue
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Grant
President .....W. A. Butler
Chief Engineer.....John Klungle
Comm., Gen., Sta. Mgr.....Sandy Meek
Pgm., Prod. Director.....Robert Nelson
Publicity Director.....George Jackson
Counsulting Engineer .....Andrews Co.

WHDF

HOUGHTON—1929—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Douglas House
Phone Number.....Houghton 1
Air Time.....7 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Prog. Dir., Chief Announcer.....Earl Norden
Technical Supervisor.....George L. Burgan

WMIQ

IRON MOUNTAIN—1947
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number 2031
Transmitter Location.....Pewabic Hill
News Service .....UP
Transcription Service .....Thesaurus
President.....Frank J. Russell
General Manager.....Russell J. Staffeld
Commercial Manager.....William C. Johnson
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Operated By.....Upper Mich.-Wisc. Bcstg. Co.
Phone Number 102-3
Transmitter Location .....Caspian
Air Time.....6:55 a.m.?1:55 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Walker
President.....H. H. Frailing

General Manager.....Donald R. Hoover
Sta., Prom. Mgr.....James F. Kauper
Commercial Manager.....K. P. Firnstahl
Prod., Pgm. Dir. .....Bob Serenson
Publicity Director.....Ann Cascioli
Chief Engineer.....Eugene Kaari
Consulting Engineer.....Andrew Engless

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number 20
Transmitter Location.....Cary, Wis.
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Music, Pgm. Dir. .....Laura Johnson
Sports, News Director.....Bob Olson
Prod. Dir., Chief Annor.....Tom Kelly
Chief Engineer.....Arne Dahlbacka
Consulting Engineer .....Andrew F. Inglis

WJPD

ISHPEMING—1947—PBN-GOEBEL KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number 1892
Transmitter Location.....Hway. 41
Air Time.....7 a.m.-11:00 p.m.
News Service .....AP
Transcription Service .....Standard
Pres., Gen., Sta. Mgr.....J. P. Deegan
Prod., Pub. Dir.....Carl B. Tupala
Program Director .....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney
Consulting Engineer.....C. H. Meyer

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Transmitter Address .....2511 Kibby Rd.
Phone Number 6121
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Hal Holman, Forjoe
President .....Roy Radner
Vice-President .....Herman Radner
Station-Commercial Manager....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Chief Engineer.....Charles Wirtanen
Consulting Engineer.....Geo. C. Davis

WKHM

JACKSON—1951—MBS-KBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstng. & Tele. Corp.
Address .....441 Wildwood
Phone 4-7181
Air Time .....6 a.m.-1 a.m.
News Service .....INS
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Program Director.....Milton Maltz
Chief Engineer.....Roland Grambau
Consulting Engineer.....Kear & Kennedy

WGFG

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number 4-0111
Transmitter Location.....4154 Jennings Dr.
News Service .....UP
Representative .....H-R Reps., Inc.
President .....Harold F. Gross
General Manager .....L. Joe Bolles
News Director.....Warren Anderson

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number 3-1223
Transmitter Location....Route 2, Richards Dr.
Air Time ..... 6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Pgm., Prod., Dir.....Harry E. Travis
Director Public Affairs...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer .....Paul F. Godley

WILS

LANSING—1946

Frequency: 1320 Kc....Power: 5000 Watts d.-1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number 2-1655

Transmitter Location.....Lowcroft Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Rambeau
Membership .....BAB
Pres., Gen. Mgr.....W. A. Pomeroy
Sta., Comm. Mgr., Chief Eng...John C. Pomeroy
Sales Prom. Mgr., Publ. Dir.....Adrian Swets
Pgm., Prod. Dir.....Alex Dillingham

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WJIM, Inc.
Bus.-Studio Address ...Bank of Lansing Bldg.
Phone Number 2-1333
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Standard
Representative .....H-R Reps., Inc.
Membership .....NARTB
President.....Harold F. Gross
General Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Program, Pub. Dir.....Richard E. Nason
Prod., Mus. Dir.....Derwood Carn
Chief Engineer.....Donald T. Silbert
Consulting Engineer.....Kear & Kennedy

WKLA

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Raymond A. Plank
Address .....204 East Ludington Ave.
Phone Number 842
Trans. Loca.....E. Ludington Ave.
Air Time .....Unlimited
Transcription Service .....UP
Representative ..... Burn-Smith
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Raymond A. Plank
Sales Promotion Manager .....Jerry Breen
Chief Annor., News Dir. .....Tom Mathews
Chief Engineer.....Chas. Hagerman

WMTE

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address .....Radio Road
Phone Number 1340
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Best
President.....Dr. Tom A. Manwell
General Manager.....E. J. Powell
Commercial Manager.....Edward Owens
Sta. Mgr., Pgm. Dir.....Al LaGuire
News Director.....John Sullivan
Chief Engineer.....John Porterfield

WSDC

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Address.....5300 Marine City Hway.
Phone Number 3471
News Service .....INS
Transcription Service .....SESAC
Representative .....Best
Pres., Gen. Mgr.....Jerry Coughlin
Commercial Manager.....Robert J. Campbell
Program, News Director.....John S. Bell
Promotion Manager.....Harry Coughlin
Chief Engineer.....George Carroll

WDMJ

MARQUETTE—1931—MBS NORTHERN

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address ....4th & Wash. St.
Phone Number 616
Transmitter Location.....Garfield & Bluff Sts.
News Service .....UP
Transcription Service .....Thesaurus
President.....Frank J. Russell, Jr.
General Manager.....Leo G. Brott
Station Manager.....R. G. Ulbrich
Commercial Manager.....Robert Luke
Program Director.....Eldon Wallace
Promotion Manager.....John Dahl
Chief Engineer.....Gordon Brozek

WMDN

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Transmitter Address .....298 S. Swede Rd.
Phone Number 4000
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
President.....Phillip T. Rich
Gen., Sta., Comm. Mgr.....J. A .Sturgeon
Pgm., Prod. Dir.....Spencer Dennison
Chief Engr., Farm Editor.....Peter A. Wolfe
Consulting Engineer .....Nathan Williams

WCEN

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By .. ..Paul A. Brandt
Address .....112½ E. Bway
Phone Number 33-171, 21-501
Air Time.....6 a.m.-M.

News Service .....AP
Trans. Serv. ....World, Standard
Owner .....Paul A. Brandt
Gen., Sta. Mgr. .....Robert Meskill
Sales Promotion Manager.....Jim Brownell
Program Director.....Jim Bailey
Publicity Director.....Chet Rogoza
Chief Engineer .....Steve Cole

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Add ess.....432 Apple Ave.
Phone Number 2-6051
Transmitter Location.....Norton Township
Air Time.....6 a.m.-M.
News Service.....AP, UP
Trans. Serv. .....Lang-Worth, Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Grant F. Ashbacker
Comm., Prom. Mgr.....Arch Shawd
Prod., Pgm. Dir. .....Robert Johnson
Publicity Director.....B. L. Bennett
Chief Engineer.....George Krivitsky
Consulting Engineer .....E. C. Page

WKNK

MUSKEGON—1949—MBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....NK Bcstng.
Address .....Federal Square
Phone Number .....:.32126
News Service .....UP
Transcription Service .....World
Representative .....Best
Owner, Gen. Mgr.....Nickolas W. Kuris
Sales Prom., Pgm. Dir.....Don Seaman
Chief Engineer.....P. L. Reynolds

WMUS

MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....1769 Peck St.
Phone Number 2-7608
Transmitter.....517 Giles Rd.
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
President.....Dr. S. E. Duplissis
Gen., Sta. Mgr.....John L. Roach
Comm., Sales Prom. Mgr.....Dalton Hille
Pgm., Prod., Pub. Dir.....Miles M. Olsen
Chief Engineer.....Sam Lombardi
Consulting Engineer.....Nathan Williams

WOAP

OWOSSO—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Transmitter Address.....2301 N. Shiawassee
Phone Number 980
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
Gen., Comm. Mgr.....M. H. Wirth
News, Pgm. Dir.....Merrill Walker
Chief Engineer.....M. Carson

WMBN

PETOSKEY—1946
MBS-KBS-BUNYAN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address .....Petoskey
President .....Les Biederman
General Manager.....Ralph Pierson

WCAR

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Address.....2146 S. Telegraph Rd.
Phone Number.....Federal 3-7141
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Representative.....John E. Pearson
General Manager.....H. Y. Levinson

WHLS

PORT HURON—1938
MBS-KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone Number 28536
Transmitter Location .....540 - 32nd St.
Air Time.....6 a.m.-1 a.m.
Transcription Service .....UP
Trans. Serv. .....World, Lang-Worth
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....John F. Wismer
Prod., Pgm. Dir.....R. A. Whitford
Chief Announcer.....Ernest O. Ferriby
News Director .....Stanley G. Smith
Chief Engineer .....Russel S. Thrun

WTTH

PORT HURON—1947—ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address .....903 Sixth St.
Phone Number 5171
Transmitter Location .....3800 Dove Rd.

Air Time.....6 a.m.-M.
News Service .....AP
Trans. Serv.....World, Standard, Thesaurus
Representative .....Weed & Company
Membership .....NARTB, BAB
President .....Louis A. Weil
General Manager.....Harold E. King
Commercial Manager .....William Weil
Program Director .....Alice Anderson
Chief Announcer .....Dick Sommerville
News Director.....Bob Thaw
Chief Engineer .....Marion Stoner
Consulting Engineer .....E. C. Page

WHAK

ROGERS CITY—1949

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone Number 175
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth
Pres., Gen., Mgr., Chief Engr..Harvey A. Klann
Prom., Comm. Mgr. .....Albert Klann
Program Director.....H. E. Brege
News Director .....Ward Mayrand

WEXL

ROYAL OAK—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone Number.....Lincoln 4-2200
Transmitter Location....2201 Woodward Hts. Blvd., Ferndale
Air Time .....6 a.m.-2 a.m.
News Service.....AP, INS
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Sta., Comm. Mgr.....Gordon A. Sparks
Sales Prom. Mgr.....Ernest Holder
Chief Engineer.....Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Phone Number 3-4471
Transmitter Location .....Bridgeport
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Donald Williams
Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
Program Director.....Henry Scott
News Director.....Britt Temby
Publicity Director .....Henry Scott
Chief Announcer .....Bob Dyer
Chief Engineer .....Max W. Thomas
Consulting Engineer .....John Creutz

WSAM

SAGINAW—1940—NBC—GLN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Saginaw Bdcstg. Co.
Address .....Radio Building
Phone Number 2-8161
Transmitter Location .....2000 Whittier
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Headley-Reed Co.
Membership .....NARTB, BAB
President.....Milton L. Greenebaum
V.P., Gen., Sta. Mgr.....Jack D. Parker
Pgm., Prod. Dir.....Howard Finger
Publicity Director.....Jean Wright
News Director.....Oscar Huff
Chief Engineer .....Harold McCullen
Consulting Engineer .....Kear & Kennedy

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....Mason Bldg.
Phone Number 3-4456
Representative .....Pearson
Transcription Service...World, NBC Thesaurus
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
Vice-Pres. & Gen. Mgr.....Robert W. Phillips
Program Director.....Robert Elliot
Publicity Director.....Mary Kay
Chief Engineer.....John T. Travers
News Director.....Frank Wells

WSOO

SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address..107 W. Portage Ave.
Phone Number 3000
Trans. Loca. ...Hway. No. 2, 2 Mi. S. of City
President, General Manager..Stanley R. Pratt
Sta., Comm. Mgr.....Richard Y. Burnett
Pgm. Dir., Farm Editor.....Ed Krieger
Promotion Manager.....Charles Pratt
News Director .....Homer Foster
Chief Engineer.....William F. Morris

WSTR

STURGIS—1951—KBS-LBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By.Southern Michigan Bcstrs.

Address.....P. O. Box 67
Phone Number 1199
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
General Manager.....E. Harold Munn Jr.
Station Manager.....Charles R. Palmquist Jr.
Program, News Director.....James Harden

WTCM

TRAVERSE CITY—1941
MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone Number 2700-1
Transmitter Location .....Elmwood Township
Representative .....Hal Holman Co.
General Manager.....Les Biederman

MINNESOTA

Pop. April 1, 1952 (Est.) 3,101,000—Total Housing Units 921,270
Families April 1, 1952 (Est.) 832,000—Stations in State 47

KASM

ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number 1150
Transcription Service .....Lang-Worth
News Service .....UP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Comm., Prom. Mgr.....Ray Schnelly
Pub., News Dir.....John J. Nugent
Program Director.....Sally Hanauska
Chief Engineer.....Clyde A. Weivoda

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone Number 2338
News Service .....UP
Transcription Service.....Associated, World, SESAC
Representatives..Rambeau, Bulmer & Johnson
Membership .....NARTB
President .....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Commercial Manager.....Kenneth Peterson
Program Director .....Jack Hoetger
News Director.....Dave Pickard
Chief Engineer .....Robert Holt

KXRA

ALEXANDER—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....Alexandria
Phone Number 1000
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Lawson
General Manager.....R. C. Brown
Commercial Manager.....Everette Q. Walters
Program Director.....Kenneth Bechtel
News Director.....Wayne Moody
Chief Engineer.....Gerald Lentz

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number 8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Pgm., Pub., News Dir.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Production Dir.....Ken Bryant
Chief Engineer.....Glen Klein

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number 1900
Transmitter Location.....Midway Dr.
Air Time .....7 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Lawson
Pres., Gen., Sta. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief Engineer .....Art Vandersluis
Consulting Engineer .....Nat Williams

KLIZ

BRAINERD—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak St.
Phone Number 2853
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB, BAB
President, General Manager.....E. T. O'Brien
Program Director.....Lucille Grosse
Sta., Comm., Prom. Mgr.....Earl R. Johnsen
Chief Engineer.....James Peterson

WKLK

CLOQUET—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address.....124½ Ave. C.
Phone Number 1450
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Continental
General Manager.....James A. McDougall
Commercial Manager.....Dale R. Peterson
Program Director.....Ralph Hanssen
Chief Engineer.....Darrel Gander

KROX

CROOKSTON—1948—LBS

Frequency: 1260 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Phone Number 1050
Transmitter Location...1.5 Mi. N. of Crookston
News Service .....UP
Transcription Service .....Thesaurus
Representatives ..Donald Cook, Gene Grant, Lawson & Assoc.
President.....D. A. McKenzie
Gen. Mgr., News, Farm Dir. Garfield A. Dahlberg
Program Director.....Jerome A. Dahlberg
Chief Engineer.....William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1360 Richwood Rd.
Phone Number 1100
News Service .....AP
Transcription Service .....World
Representative .....Lawson
President.....R. C. Brown
General Manager.....Gordon Hutton
Commercial Manager.....Phil Solberg
Program Director.....Roger Awsumb
Chief Engineer.....Sumner Rasmussen

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number .....Melrose 2-2628
Trans. Loca. .....901 So. 63rd Ave. W.
Air Time .....24 Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membe ship .....NARTB, BAB
Pres., Gen. Mgr. .....Dalton Le Masurier
Commercial Manager .....Odin S. Ramsland
Sales Prom. Mgr.....Dale Cowle
Program Director.....Jack Gordon
Chief Engineer.....Robert A. Dettman

WEBC

DULUTH—1924
NBC-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number .....Melrose 2-2873
Transmitter Location.....3925 Tower Ave., Superior, Wis.
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Hollingbery
President .....Morgan Murphy
General Manager.....W. C. Bridges
Commercial Manager.....Clifford J. Lue
Program Director.....Earl Henton
Chief Engineer.....Norman Gill
Consulting Engineer .....C. B. Persons

WREX

DULUTH—1948—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Address....213 E. Superior St.
Phone Number 7-2911
Transmitter Location.....McCuen St.
News Service .....UP
Representative .....Weed
President .....Thomas McCabe
Commercial Manager.....Robert J. Rich
Gen. Mgr., Chief Engr.....William Lounsberry
News Director.....Loren Paynter

WEVE

EVELETH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Address .....Park Hotel
Phone Number 991
Transmitter Location .....Eveleth
Air Time .....Unlimited

Transcription Service .....Standard
Representative .....Orville Lawson
Membership .....BAB
President .....Carl Bloomquist
General Manager .....Arthur F. Nelson
Program Director.....Robert Daniels
Chief Engineer.....Joe Cerar

KDHL

FARIBAULT—1948—LBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone Number 2312
Transmitter Location.....Hway. 65
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Pearson, Lawson
General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Musical Director .....Mera Ballis Frydenlund
Sta. Mgr., Chief Engineer.....John E. Hyde, Jr.

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Phone Number 1370
Transmitter Location.....W. Lair Road
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Representative .....Walker Co., Lawson
Trans. Serv. .....Thesaurus
Membership .....NARTB, BAB
President .....Leo J. Seifert
General Manager .....Frank Endersbe
Program Director .....Everett Ohrt
News Director.....Ray Stougaard
Chief Engineer.....Lawrence Lawson
Consulting Engineer ...Chambers & Garrison

KGDE

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number 3986
Transmitter Location.....Hway. 3
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Walker
Membership .....NARTB
Secy-Treas., Exec. Dir.....Harold L. Dell
Station Manager .....Don L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone Number 198
Transmitter Location.....Grand Rapids
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Pres., General Manager....Robert D. Kennedy
Program Director .....Bul Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....5th & Howard
Phone Number 3-7531
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Morgan Murphy
General Manager.....W. C. Bridges
Sta., Commercial Mgr.....Oscar H. Peterson
Pgm., Prod., Pub. Dir.....Ruth E. Coe
Chief Engineer.....Norman Gill

KLTF

LITTLE FALLS—1950

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By...Capital City Bcstg. Co., Inc.
Address.....105½ Broadway E.
Phone Number 367
President.....Thornton G. Simpson
General Manager.....Wayne L. King
Comm. Mgr., News Dir.....Albert L. Beck, Jr.
Program Director.....Robert J. Hasselman
Promotion Manager.....Gordon O. Lommen
Chief Engineer.....Donald J. Powers

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Phone Number 4537
News Service .....UP
President.....H. W. Linder
Station Manager.....D. O. Linder
Commercial Manager.....Willard Smith
Program Director.....Wayne Grant
Chief Engineer.....Don Ranniger

KYSM

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. B. Clements & Co.
Business-Studio Address....101 N. Second St.

Phone Number 4673
Transmitter.....Belgrade Hill, N. Mankalo
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative .....Meeker
Membership .....NARTB, BAB
Gen.-Station-Comm. Mgr.....John F. Meagher
Sales Promotion Manager.....George Brooks
Prom. Pgm. Dir.....Bob Gardner
Musical Director.....Chuck Pasek
Publicity Director.....Marilyn Mason
News Director.....Bob Amick
Chief Engineer.....James Houts
Consulting Engineer .....George C. Davis

KMHL

MARSHALL—1946—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harry W. Linder
Business-Studio Address.....KMHL Bldg.
Phone Number 2282
Transmitter Location.....½ Mi. E. of City
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Owner.....Harry W. Linder
General Manager.....Gilmore F. Frayseth
News Director.....Bill Farrell
Chief Engineer.....Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Business-Studio Address.....15 N. Ninth St.
Phone Number.....Lincoln 8451
Transmitter Location.....Golden Valley
Air Time.....6 a.m.-Sundown
News Service .....AP
Transcription Service .....Standard
Representative .....Rambeau
Membership .....NARTB, BAB
President .....Henry Klages
Sta., Gen. Mgr. .....Lee L. Whiting
Commercial Manager.....Ray Tenpenny
Prod., Pgm. Dir. .....Harry Zimmerman
Chief Engineer.....Harvey V. Headen
Consulting Engineer.....Frank H. Mckintosh

WCCO

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....625 Second Ave. S.
Phone Number.....Main 1202
Transmitter Location .....Anoka
Air Time .....5 a.m.-1 a.m.
News Service.....AP, UP, INS
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Sta., Gen. Mgr. .....Eugene Wilkey
Commercial Manager.....Roy W. Hall
Sales Prom., Mgr.....C. H. Smith
Program Director .....Robert P. Sutton
Publicity Director.....Fred Heywood
News Director.....Jim Bormann
Chief Engineer.....J. J. Beloungy

WDGY

MINNEAPOLIS—1923—LBS

Frequency: 1130 Kc...Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Number.....Bridgeport 2271
Transmitter Location..103rd & Lyndale Ave. S.
Air Time.....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....James Stuart
Station Mgr.....S. Hegeman
Commercial Manager.....Sydney Rich
Sales Promotion Manager.....Gerry Cohen
Pgm., Prod. Dir., Asst. Mgr.....John Leslie
News Director.....James McGovern
Chief Engineer.....Charles Winkler
Consulting Engineer.....John Creutz

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By ...Independent Bcdstg. Co.
Business-Studio Address..1730 Hennepin Ave.
Phone Number...ATlantic 0406, MIdway 4043
Transmitter Location.....1370 Davern, St. Paul
Air Time .....Unlimited
News Service .....UP
Representative.....A. M. Radio Sales
President.....Ralph L. Atlass
Gen., Sta. Mgr.....C. T. Hagman
Commercial Manager.....Samuel N. Nemer
Prom., Pgm., Prod., Pub. Dir.....Jack Swenson
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork
Consulting Engineer .....E. C. Page

WPBC

MINNEAPOLIS—1949

Frequency: 980 Kc. ...Power: 500 Watts d.
Owned-Oper. By .....People's Bdcstg. Co.
Address .....1133 Stinson Blvd
Phone Number ....Granville 4356, Prior 3181
Trans. Loca. .....1133 Stinson Blvd.
Air Time .....Daytime

News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Sales Prom. Mgr.....L. Sherman, II
Commercial Manager.....Merle Forland
Pgm., Prod., Pub. Dir. ....Becky Ann Stewart
Chief Engineer.....Leroy Myri
Consulting Engineer ..Gautney, Ray & Price

WTCN

MINNEAPOLIS-ST. PAUL—1925
ABC-DAIRYLAND

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Mid Continent Radio-Television, Inc.
Business-Studio Address.....50 S. Ninth St.
Phone Number.....Lincoln 0552
Transmitter Location.....2235 N. Snelling
News Service.....AP, UP
Transcription Service .....Associated
Representative.....Free & Peters
President.....William J. McNally
Vice-Pres., Gen. Mgr.....F. Van Konynenberg
Commercial Manager.....Robert N. Ekstrum
Program Director.....Judy Bryson
Director of Radio.....C. D. Miller
Promotion Manager.....Bob Wold
Chief Engineer.....John Sherman

KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Midwest Bcstg. Corp.
Address.....West Hway. 212
Phone 125
Air Time .....Unlimited
Representative .....Pearson
Pres., Gen. Mgr.....H. Willard Linder

KVOX

MOORHEAD—1937
.MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Business-Studio Address ..Fred. Martin Hotel
Phone Number 3-1522
Transmitter Location...14th St. & 12th Ave. So.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker, Lawson
Membership .....NARTB, BAB
President .....E. J. McKellar
General-Station Manager.....M. M. Marget
Comm., Sls. Prom. Mgr.....Robert L. Owens
Program Director.....Al Bergquist
Chief Engineer.....Don Gelken

KNUJ

NEW ULM—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....KNUJ, Inc.
Address.....308½ N. Minn. St.
Phone Number 905
Air Time .....Daytime
Transmitter Location .....So. Bridge St.
News Service .....AP
Transcription Service.....Lang-Worth, World, Associated
Membership .....NARTB, BAB
President.....W. K. Mickelson
Gen. Mgr., Chief Engr.....Jack H. Duncan
Program Manager .....Wip Robinson, III
News Director.....Robert Arnott

KOBK

OWATONNA—1950

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Operated By.....Owatonna Bcstg. Co.
Address .....307 Vesterby
Phone Number 2359
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen., Comm. Mgr....William F. Johns, Jr.
Program, News Director.....Harry Rand
Chief Engineer.....Carl Wilford

KAAA

RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....Red Wing Bdcstg. Co.
Address .....Red Wing
Phone Number 3512
Trans. Loca.....Hway. 58 So. Red Wing
Air Time .....6 a.m.-Local Sunset
News Service .....AP
Transcription Service.....World, Capitol
Membership .....BAB
President .....Fred C. Clarke
Comm., Sta., Gen. Mgr. ....Maxine Jacobs
Prod., Pgm. Dir. .....Peter Lyman
Publicity Director.....D. Nelson
News Director.....Marvin Schultz

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By.....Rochester Bcstg. Co.
Business Address.....229 First Ave. S.W.
Phone Number 2-2757
Transmitter Location .....Orchard Acres
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative ..... Pearson
Membership .....NARTB
President.....Alyce P. Mayo
General Manager .....Walter T. Bruzek

Durham, N. C. Each
ch a first place this year, with K
g a first both in AM and TV.
e list of "repeaters" follows:

Citatio

Outstanding
ales Promotion

STP, Minneapolis

TP sales promotion in the
year was unabashed, brisk,
, and dignified at the same
—a neat trick if you can do it
this one did. Not ashamed o
ving a bit of corn in the pres
station grew some tall stan
rofits as a result. Direct m
owed the same line in so
ances (including pop-up fl
ders), but was smart enoug
conservative on the other si
e ledger. Program sched
iled bi-weekly, were front-
ed with restrained institut
ivertising. Dignified appr
acked up by factual info, was
ent in the station's present
olders to agencies and cl
KSTP termed its method of
handising and promoting a c
program "planalyzed promo
and VARIETY deems it well
Selling the client first is o
selling the listeners may
obvious. Only KSTP kep
the idea with more effort
signation than most.

For countless sponsors
ard Oil, Camel cigarets,
cup cakes, Arrid, Durkee
Foods (shortening) Kello
KSTP got behind its pro
sponsors and pushed . . .
audiences, more profits
will for all concerne
traffic points in the dow
tie-in window display
ranged for both local
advertisers. Fan ma
not neglected either. Trade press
ads plugging the station's person-
alities; film trailers, shopping
bags for studios visitors (an ide
this observer thinks too long over
looked by both ad mediums
advertisers alike); talks like "
Makes a Radio Network T
added up to 53 presentations
fore civic, club and social gr
courtesy spot announcemen
nearly 3,000. Reaction from
lighted and generally surp
sponsors was hefty.

KSTP television promotion
ed the same all-out plan
ing in March
cabs, butto
Televis
car

KSTP Top o' Hea
With Two Firsts

NEW YORK, March 24.—For the second successive year KSTP, Minneapolis, garnered top laurels for audience-sales promo
the 50,000-watt
calls, (9) special conference
(10) stunts

r KSTP buckshot
Minneapolis-St. Pa
sic information files
ically for advertisers
ncies, a Junior Golf A
hich gave youngsters
ee golfing lessons if
besides the usual run
ing endeavors, includ
schedule of newspap
s and publicit

KSTP Is Tops In Aud. Sales Of Net Clears

NEW YORK, Feb. 18.—KSTP

"PLANALYZED PROMOTION" is the GREATEST

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great KSTP Market—one of America's "Big Ten." Then—and only then—comes the promotion plan. Thus —KSTP's exclusive Planalyzed Promotion!

WEST CO
AUDIENC
KSTP-TV First

NEW YORK, March 24.—
ing the lie to the much-to
supremacy of Eastern TV o
tions, the three video toppe
the audience sales promotio
vision of The Billboard's 13
nual Radio and Television
motion Competition all hail
oints west of Radio City.

First place went to KST
inneapolis-St. Paul; sec
DYL, Salt Lake City, and
Cincinnati came in third
ey didn't win, votes we
st for KGO-TV, San Fr
FIL-TV, Philadelphia; K
lt Lake City, and WNE
rk.

All three entries were
ized by outstanding dis
ial, both artwork a
TP-TV led the trio in
ilizing the "Planalyze
n" system, which h
TP-AM over with a
Twin Cities outle
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ticular sales proble
inning the actual
k. This info was
pecial promotion p
every gimmick
red to match the
ial sales needs.

he station used
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otion material
ser, including
isplay posters a
g tie-up gimmi
this, the prom
suggested and
giant tie-up
Appliance De

Promotion Competiti

AUDIENCE SALES PROMOTION

50,000-Watt Stations

1ST KSTP, Minneapolis
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom. M

NEW YORK, Feb. 18.—KSTP, Minneapolis, walked off with the laurels in the audience-sales 'category for clear channel network affiliates, in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place

• Television Stations

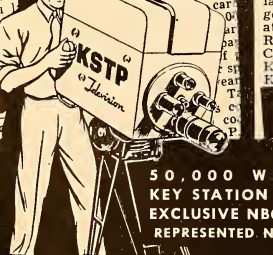
1ST KSTP-TV, Minneapolis
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom.

14 REPEATERS COP AWAR
FOR SECOND YEAR IN RO

NEW YORK, March 24.—Fourteen station
In this year's promotion

Outstanding Sales Promotion

AM and TV



50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS . . . ST. PAUL

Commercial Manager.....Robert A. Fick
Program Director.....Vera Keefe
Prod., News Dir., Chief Anncr.....Bill Erin
Chief Engineer.....Ruben Rieck

KROC

ROCHESTER—1935
NBC-NORTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota Bcstg. Co.
Business-Studio Address....100 1st Ave. Bldg.
Phone Number 3924
Transmitter Location.....Cascade Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representatives.....Bulmer & Johnson
Membership .....NARTB, BAB
President.....Mrs. G. P. Gentling
General Manager .....G. David Gentling
Sta. Mgr., Pgm. Dir.....Cal Smith
Commercial Manager .....Jerry Brataas
Sales Prom. Mgr., Pub. Dir.....Warren Miller
Chief Announcer.....Gene Thompson
News Director .....Ray Thompson
Chief Engineer.....Bob Cross

KFAM

ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
Phone Number 3330, 3331
Trans. Loca. ....Hway. 152, 2 Mi. So. of city
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Frederick C. Schilplin
Commercial Manager .....John F. Green
Program Director.....Laurel H. Westrom
Chief Engineer .....Robert Witschen

WJON

ST. CLOUD—1950—ABC
INDEPENDENT

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number 1240
Representative .....Rambeau
Transcription Service .....World
News Service .....UP
President.....Max H. Lavine
General Manager.....W. C. Porson
Commercial Manager.....Paul T. Zaborik
Program Director.....Wallace MacBriar
Publicity Director.....Herm Schneider
Chief Engineer.....Robert Muchow
Consulting Engineer.....Charles Persons

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Transmitter Location.St. Anthony at Frontenac
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
V.P., Gen., Sta. Mgr.....Frank M. Devaney
Commercial Manager.....N. L. Bentson
Program Director.....Norman Page
Publicity Director.....Stuart Lindman
Chief Engineer.....Warren B. Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone Number.....Prior 2717
Trans. ....County Rd. C. & Hway. 61, St. Paul
Air Time .....6 a.m.-1 a.m.
News Service .....AP, UP
Transcription Service.....Thesaurus, World, Lang-Worth, Cole
Representative .....Edward Petry
Membership .....NARTB
President. Gen. Mgr.....Stanley E. Hubbard
V.P. chg. Sales.....Miller C. Robertson
Exec. V.P., Treas.....K. M. Hance
Program Director.....C. Brooks Henderson
News Director.....Walter C. Miller
Promotion-Publicity Director.....Joe Cook
Chief Engineer.....John McMahon

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....South St. Paul Bcstg. Co.
Address.....208 3rd Ave. N.
Phone Number.....LaSalle 1371
News Service .....UP
Transcription Service .....SESAC
Exec. Director.....Albert Tedesco
General Manager.....Reinhard Steinley
Commercial Manager.....Victor Tedesco
Program Director.....Donald S. Doty
Promotion Manager.....Paul DeNault
Chief Engineer.....Robert Muchlo

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....1st Natl. Bank Bldg.
Phone Number.....Cedar 6819

AP SELLS

For Stations and Sponsors—

For instance . . . KWNO

"KWNO advertisers are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant's National Bank, 4 years. Winona Motors, 10 years.

"Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 A.M., before our AP news, KWNO listenership jumps 20%. The same at noon.

"Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

"When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list."

H. ROD HURD
Sales Manager,
KWNO, Winona, Minnesota

Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald Cook, Inc.
Pres., Gen. Sta. Mgr.....Richard Power
Sales Prom. Mgr.....James McLaughlin
Pgm., Prod., Music Dir.....Roger Erickson
Publicity Director.....Don Hastings
Chief Engineer.....Elmer Christianson
Consulting Engineer.....Fred O. Grimwood

KTRF

THIEF RIVER FALLS—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Henry K. Arneson
Address .....1313 North Main Ave.
Phone Number 13, 14
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bulmer & Johnson, Inc.
Membership .....NARTB, BAB
General Manager .....Henry K. Arneson
Program Director ....Alverda Noel
Pub., News Dir. .....Katherine Barzen
Chief Engineer .....Henry J. Bothman
Consulting Engineer .....May & Bond

WHLB

VIRGINIA—1936—NBC
ARROWHEAD, NORTHWEST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address.....17th St., N.
Phone Number.....Virginia 2000
Air Time .....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World, SESAC
Representative.Hollingbery, Bulmer & Johnson
President.....J. Morgan Murphy
General Manager.....Walter B-idges
Sta., Comm., Sls. Prom. Mgr.....H. J. Parise
Pgm., Prod. Dir.....Harry Wills
Publicity Director.....Alys Mae McBride
Chief Engineer..... ..Norman Gill
Consulting Engineer .....C. Persons

KWAD

WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number 920-1
Transmitter Location.....4 Mi. S. City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription ....Thesaurus
Representatives.....Bulmer & Johnson
President.....C. V. Phillips
General Manager.....Carl E. Holt
Chief Engineer.....Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....307 W. 6th St.
Phone Number 1340
Transmitter Location.....Foot Lake
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, Gen. Mgr.....H. W. Linder
Commercial Manager.....Jack Lynch
Program Director.....Joe Martinson
Chief Engineer.....Wendell Tallakson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone Number 3314
Transmitter Location.....Garvin Hts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....H. Rod Hurd
Sales Prom. Mgr.....Dave Moffitt
Chief Engineer.....Stanley Johnson

KWOA

WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Phone Number 2-7301
Transmitter Location.....4 Mi. W. of City
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Mgr.....Arne Karhu
Program Director.....Ty Mack
Chief Engineer.....Clinton W. Knapp

MISSISSIPPI

Pop. April 1, 1952 (Est.) 2,177,000—Total Housing Units 610,249
Families April 1, 1952 (Est.) 576,000—Stations in State 43

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address...Opp. Buena Vista Hotel
Phone Number 5581-2
Air Time.....24 hrs.
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
President.....James S. Love, Jr.
Gen.-Station Mgr.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Toni McCorkle
Chief Engineer.....T. B. Majure
Consulting Engineer.....L. J. du Triel

WVMI

BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone Number 6961
Representatives.....Natl. Time Sales, Dora Clayton
Transcription Service..Thesaurus, Lang-Worth
Air Service .....UP
Pres., Gen., Mgr.....Odes E. Robinson
Station Manager.....Gene Tibbett
Comm. Sales Prom. Mgr.....Jerry Thompson
Pgm., Prod. Dir., Chief Anncr..Robert Campbell
Chief Engineer.....Geo. Tillotson

WBIP

BOONEVILLE—1950—LBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.
Address.....Highway No. 45-S
Phone Number 678
News Service .....UP
President, Gen. Mgr.....E. O. Roden
Commercial Manager.....D. E. Vowell
Chief Engineer.....L. A. Bryan
Consulting Engineer.....Claude Gray

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chicksaw St.
Phone Number 1298
Transmitter Location.....Highway 51
News Service .....AP
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr.....Tullius Brady
Chief Engineer.....Robert Bedford

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Birney Imes, Jr.
Address .....Delta Ave.
Phone Number.....1566-2467
Transmitter Location.....City Limits
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....AP
Commercial Manager.....Helen Sugg
Pgm. Dir., Chief Anncr.....Jack Cristil
Station Manager.....P. B. Hinman
Chief Engineer.....C. D. Graves

WCLD

CLEVELAND—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Cleveland Bcstg. Co., Inc.
Address Trans.....Highway 61, S.
Phone Number 990
News Service .....AP
Transcription Service .....World
Station Representative .....McGillvra
President .....Lowry Tims
General Manager.....Claude D. Raney
Office Manager.....Gay Rowse

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....So. Main St.
Phone Number 735
Transmitter Location.....Hiway 24 South
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service.....World, Keystone
Pres., Gen., Comm. Mgr.....Lester Williams
Asst. Sta. Mgr.....Charles E. Newman, Jr.
Prod. Dir., Chief Anncr.....Bill Barrett
News, Musical Dir.....Paul Dantin
Chief Engineer.....Ray Tolar

WACR

COLUMBUS—1950—MISS.

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Miss. Bcstg. Co.
Address .....WACR Bldg.
Phone 768
Transmitter Location.....1800 14th Ave. N.
Air Time .....Sunrise-Sunset
Transcription Service .....Standard
News Service .....UP
Pres., Gen. Mgr.....Withers Gavin

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address .....Columbus
Phone Number 1430
Transmitter Location.....River Bridge
News Service .....AP
Representative .....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Florence Thrower
Chief Engineer.....Thomas McFerrin

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number 5575
Transmitter Location.....Hway. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Sta., Sales Prom. Mgr.....John E. Bell
Program Director.....Tom Weaver
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson
Consulting Engineer.....Kear & Kennedy

WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cotton Belt Bcasting Co.
Bus.-Studio Address.....1000 So. B'way
Phone Number 4559
Transmitter Location.....Pickett St.
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Standard
Representative.....Devney, Melville
Pres., General Manager.....David M. Segal
Comm. Sta. Mgr.....Edward M. Guss
Pgm., Prom., News Director...Wallace D. Hoy
Prod., Pub. Dir., Chief Anncr.....Jack Baruth
Chief Engineer.....Welton H. Jetton
Consulting Engr.....Lee E. Baker

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.-
500 Watts n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address....107 So. Poplar St.
Phone Number 9040-9049
Transmitter Location.....Beauchamp Rd.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Barbee Ashley
Sales Prom. Mgr.....Jack R. Stull
Publicity Director.....Margo Stephens
Chief Announcer.....Bill McHan
News Director.....Tommy Tiller
Chief Engineer.....Percy L. Kuhn
Consulting Engr.....Harold B. Rothrock

WABG

GREENWOOD—1950—LBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Greenwood Bcstg. Co.
Address.....222 Howard St.
Phone 3010
Transmitter Location.....Money Rd.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....World
Owner, Gen. Mgr.....Cy Bahakel
Program Director.....Tom Reardon
Chief Engineer.....Henry Frye
Consulting Engineer.....John Creutz

WGRM

GREENWOOD—1937
NBC-KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Phone Number 1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager.....Van Power

WNAG

GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated Ey.....Birney Imes, Jr.
Trans. Address.....Barwin Hotel
Phone Number 1400
Air Time.....6 a.m.-11 p.m.
Representative .....Mid-South Network
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr. .....Monroe Looney
Chief Announcer, Eng.....Barney Loebe
Consulting Engr.....Dixie Engineering

WGCM

GULFPORT—1929—ABC
LBS AND KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.

Address .....Hewes-Martin Bldg.
Phone Number 1110
Transmitter Location.....Arlington Heights
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Station Representative.....Sears & Ayer, Inc.
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager.....C. Edwin Vann
Commercial Manager.....Mrs. O. I. Owens
Publicity Director.....Thomas Davis Berry
Chief Engineer.....Charles T. Hook
Consulting Engineer.....A. D. Ring

WFOR

HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone Number 1866
Transmitter Location..West 7th St. & 25th Ave.
Air Time.....5:30 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World
Station Rep.....George P. Hollingbery Co.
Pres., Gen., Sta. Mgr.....C. J. Wright, Jr.
Program Director.....Carl Anderson
Publicity Director.....Bud Norval
Chief Engineer.....B. B. McLemore
Consulting Eng..Broadcast Engineering Service

WHSY

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Highway 11 North
Phone Number 3180
Transmitter Location.....Highway 11 North
News Service .....AP
Transcription Service .....Lang-Worth
Station Rep.....Joseph Hershey McGillvra Inc.
Membership .....NARTB, BAB
President, Gen., Comm. Mgr...Charles W. Holt
Sales Promotion Manager.....Bob Robinson
Station Manager.....Connie Holt
Program Director.....Bill Tracey
Chief Engineer.....Charles Sharpling
Consulting Engineer.....C. Shelkofsky

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number 2-1183
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
Membership .....NARTB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number 3-9681
Transmitter Location.....Pleasant Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Jackson Bcstg. Co.
Address.....Deposit Guaranty Bank Bldg.
Phone Number 2-6673
News Service .....AP
Transmitter Location.....Fair Grounds
Air Time.....6 a.m.-12 M.
Representative .....Indie Sales
Pres., Gen. Mgr.....James T. Ownby
Sales Prom. Mgr.....Hy Davis
Chief Engineer.....Thomas Patterson

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone Number 5-1562
Transmitter Location.....3 Mi. NE City
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Branham
Membership .....NARTB
Gen., Comm. Mgr.....J. W. Carlier
Prog. Dir., Farm Editor.....Forrest Cox
Production Director.....W. V. Dubard
Chief Engineer.....G. G. Benson
Consulting Engineer.....McIntosh & Inglis

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone Number 3-2788
Transmitter Location.....Hway. 80 N.
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed

Membership .....NARTB, BAB
President.....W. R. Newman
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Program Director.....B. K. Smith
Production Director.....M. B. Wray
Chief Engineer.....C. A. Perkins
Consulting Engr.....A. D. Ring

WKOZ

KOSCIUSKO—1947—LBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....P. O. Box 392
Phone Number 782
Transmitter Location.....Golf Course Rd.
Air Time.....5 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Owner, General Manager.....Cy N. Bahakel
Program Director.....Erlene Leach
Chief Engineer.....Wayne A. Oliver

WAML

LAUREL—1932—NBC-KBS-LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station
Business-Studio Address.....442 Sixth Ave.
Phone Number 5601
Transmitter Location.....Washington Rd.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
President .....Harold Matison
Gen., Prom. Manager.....Granville Walters
Commercial Manager.....M. M. Caver
Program Director.....Stanley Walters
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Bus.-Studio Address.....437 N. Magnolia St.
Phone Number 7227-8
Transmitter Location.....Meridian Ave.
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Representative .....McGillvra
Membership .....BAB
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Commercial Manager.....Teck Jones
Sales Prom. Mgr.....J. L. Collins
Pgm. Dir., Chief Anncr.....David Kane
Chief Engineer.....Jimmie Hilbun

WMBC

MACON—1947—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Address .....WMBC Bldg.
Phone Number 310
Transmitter Location.....Old Starkville Rd.
Air Time.....6 a.m.-M.
News Service .....UP
President, General Manager...Withers Gavin

WAPF

McCOMB—1948—KBS-LBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel, Box 604
Phone Number 1884
Transmitter Location.....Hiway 24 West
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Louis Alford
Commercial Manager.....Bill Tyler
Sales Promotion Manager.....Mack Smith
Program Director.....Carl Austin
Publicity Director.....Bonnie Sanders
Chief Engineer, Sta. Mgr.....Phillip Brady

WSKB

McCOMB—1939

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....McComb Bcstg. Corp.
Address.....P. O. Box 111
Phone Number 37

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 7714
Transmitter Location.....Hway. 45 North
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....9th St. & 23rd Ave.
News Service .....AP
Representative .....Mid-South Network
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Commercial Mgr.....Eddie Holladay
Chief Engineer.....Al Betmark

WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.

Bus.-Studio Add....Citizens Natl. Bank Bldg.
Phone Number 3-1441
Transmitter Location.....3rd Ave. & 20th St.
Air Time.....6:30 a.m.-11:05 p.m.
News Service .....INS
Representative .....Headley-Reed
Pres., General-Station Mgr...Robert F. Wright
Comm.-Sales Prom. Mgr.....William B. Crooks
Pub., Pgm. Dir.....Cecil Germany
Chief Engineer..... .Joe H. Saxon
Consulting Engineer.....Gautney & Ray

WMIS

NATCHEZ—1941—NBC-KBS-LA. MISS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Address.....Box 330
Phone Number 8211
Transmitter Location.....Hway. 61 N.
News Service .....UP
President.....P. K. Ewing
Gen., Comm. Mgr.....P. K. Ewing, Jr.
Program Director.....Ervin Parks
Chief Engineer.....George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Business Address.....Box 54
News Service .....UP
Transcription Service .....Standard
President.....Mrs. Laurie G. Ratcliffe
Gen., Comm. Manager.....Paul Schilling
Chief Engineer.....S. J. Parks, Jr.

WPMP

PASCAGOULA—1951—LBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 348
Phone Number 83
News Service .....INS
Transcription Service .....Capitol
Pres., Comm. Mgr.....William R. Guest, Jr.
Sta. Mgr., News Dir.....Donovan Murphy
Program Director.....Lee Smith
Chief Engineer.....Fred Strothers

WHOC

PHILADELPHIA—1948—KBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Address.....P. O. Box 26
Phone Number 740
News Service .....UP
Transcription Service .....Capitol
Owner, Gen., Comm. Mgr.
William Howard Cole
News, Prom., Prog. Dir.....Jim Sparks
Chief Engineer.....Edgar C. Goforth

WRJW

PICAYUNE—1949—LBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Moseley Bros.
Business Address .....Picayune
Phone Number 474
Transmitter Location. State Rd. 2 Mi. E. of City
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
General Manager.....W. L. Moseley
Program Director.....Archie Rushing, Jr.
Chief Engineer.....Floyd Colee

WSSO

STARKVILLE—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone Number 1230
News Service .....AP
Transcription Service .....Capitol
President .....Grady Imes
Gen., Comm. Mgr.....Joe Phillips
Program Director.....Mrs. Belle McPherson
Chief Engineer.....Travis Palmer

WELO

TUPELO—1944 MBS-KBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....Welo Bldg.
Phone Number 1400
Transmitter Location.....Hway. 45 So.
News Service .....AP
Station Representative.....Mid-South Net
Owner.....Birney Imes, Jr.
General Manager.....Bob Evans
Commercial Manager.....Reeves Whirley
Program Director.....Chuck Givens
Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Phone Number 312
Transmitter Location.....2½ Mi. E. of City
News Service .....AP
Transcription Service .....Capitol
Representative.....Sears & Ayer
Membership .....NARTB, BAB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....Charlotte Kahn
Chief Engineer.....Waverley Conway

WVIM
VICKSBURG—1948—LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....Box 76
Phone Number 1920
Transmitter Location....Thompson & Floyd Sts.
President.....James T. Ownby
Sta., Comm. Mgr.....Frank Holifield

WROB
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Studio Address .....WROB Bldg.
Transmitter Address .....Forrest St.
Phone Number 807
Air Time.....6 a.m.-11 p.m.
Representative.....Mid South Network
President, General Mgr.....Bob McRaney, Sr.
Sta., Comm. Mgr.....Hugh Shankle
Chf. Ann., Eng.....George Corken

WAZF
YAZOO CITY—1946—KBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WAZF, Inc.
Phone Number 1300-1
Trasnmitter Location.....I Mi. No. of City
Air Time.....5:55 a.m.-10:15 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen. Sta. Mgr.....Guy Corley
Prom., Comm. Mgr.....Phil Streit
Prod. Program Director.....Fred Rand
Chief Engineer.....D. A. Flinspach

MISSOURI

Pop. April 1, 1952 (Est.) 4,122,000—Total Housing Units 1,269,772
Families April 1, 1952 (Est.) 1,103,000—Stations in State 51

KFVS
CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number 2104
News Service .....UP
Representative.....John E. Pearson
President.....Oscar C. Hirsch
Gen., Comm. Manager.....Ralph L. Hirsch

KDMO
CARTHAGE—1947—KBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Trans. Address .....1201 E. Chestnut
Phone Number.....2648, 2623
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Continental
Membership .....NARTB, BAB
Station Manager.....L. C. McKenney
Commercial Manager.....J. I. Daly
Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
News, Publicity Director.....Les Kennon
Chief Engineer.....George Province

KCRV
CARUTHERSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106 W. 3rd St.
Phone Number 965
Transcription Service.....Thesaurus, World
News Service .....UP
President.....J. E. Taylor
Gen., Sta. Mgr.....Robert L. Harrison
Commercial Manager.....Raymond Miller
Pgm., Prod. Dir.....Denis McGovern
Pub. Dir., Farm Editor.....Harry A. Moreland
News Director.....Norman Shainberg

KCHI
CHILLICOTHE—1950—KBS-LBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Adddress .....Box 719
Phone Number 1920
News Service .....UP
Representative .....Conwell
General, Station Manager....Howard G. Rion
Commercial Mgr., Pgm. Dir.....R. Wayne Cox
Chief Engineer.....James L. Preston

KDKD
CLINTON—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By...Clinton Bcstg. Co., Inc.
Address.....P. O. Box 113
Phone Number 233
News Service .....UP
Transcription Service .....World
Representative .....Devney
Pres., Gen. Mgr.....David M. Segal
Commercial Manager.....Bill E. Brown
Program Director.....Virgil Eugene Stone
Chief Engineer.....Marvin Landon

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Trans. Business Address..U. S. 40 at U. S. 63
Phone Number 4141
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NARTB, BAB
President.....H. J. Waters, Jr.
Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.
Comm., Sales Prom. Mgr.....F. J. LeGrand
Program Director.....Harold Douglas
News Director .....Edward Lambert
Musical Director.....Paul Robinson
Chief Engineer.....Robert Haigh
Consulting Engr. .....John B. Heffelfinger

KREI

FARMINGTON—1947—LBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Phone Number 710
Studio-Transmitter....Burks Rd. & Webster St.
Air Time .....Sunrise-sunset
News Service .....UP
Pres., Gen. Mgr.....Cecil W. Roberts
Station Manager.....F. P. (Ted) Graves
Chief Engineer.....Bill Westbrook

KFCF

FESTUS—1951

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Jefferson County Radio & TV Co.
News Service .....UP
General Manager.....C. M. Poindexter
Commercial Manager.....Donald M. Donze

KFMO

FLAT RIVER—1947—MBS
GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number 1000
Transmitter Location.....U. S. Hway. 61
Air Time .....Unlimited
News Service .....UP
Representative .....John E. Pearson
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program, Publicity Director...Virginia Collins
Production Director.....Earl Whitener
Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950—LBS

Frequency: 900 Watts....Power: 250 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone Number.....1400
Transcription Service .....Capitol
News Service .....UP
Membership .....NARTB, BAB
Gen. Mgr., Chief Engr.....Robert W. Nickles
Sta. Mgr., Pgm. Dir.....Roger P. Fox

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Courier-Post Publishing Co.
Business-Studio Address ....102½ S. Main St.
Phone Number 3450
Transmitter Address.....6 Mi. S. of Hannibal
Air Time .....5:30 a.m.-12 M.
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
Gen.-Sta.-Sales Prom. Mgr....Wayne W. Cribb
Commercial Manager .....P. H. Cunningham
Pgm., Prod., Pub. Dir.....Gene Hoenes
News Director .....George Allen, Jr.
Chief Engineer.....Ben Parrish
Consulting Engr.....Commercial Radio

KIMO

INDEPENDENCE—1947—LBS

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage
Phone Number.....CL. 9815
Transmitter Location....28th & Northern Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NARTB
General, Comm. Manager.....Craig Siegfried
Pgm., Prod., Pub. Dir.....Harry L. Becker
Chief Announcer.....Mark Foster
News Director.....Robert Hoyt
Chief Engineer.....Eldon Ryan

KWOS

JEFFERSON CITY—1937
MBS-GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address....210-212 Monroe St.
Phone Number 6-3137
Transmitter Location.....St. Mary's Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth RCA Thesaurus
Representative.....Sears & Ayer
President.....R. C. Goshorn
Gen., Sta. Comm. Mgr.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.

Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1027 Main
Phone Number 1310
Transmitter Location.....N.W. of Joplin
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
President .....Harry Easley
Exec. V.-P., Comm., Gen. Mgr.....W. H. Clark
Program Director.....Ed Johnson
Chief Engineer.....Ralph Meador
Consulting Engr. .....Robert Silliman

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Trans. Address .....1928 W. 13 St.
Phone Number 7260
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Pres., Gen. Mgr., Chf. Engr.
Austin A. Harrison
Commercial Manager.....John D. Whitt
Pgm., Prom. Dir.....Ronald W. Robson

WMBH

JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number 330
Transmitter Location .....13th & Munroe
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen.-Station-Comm. Mgr.....D. J. Poynor
Sales Prom. Mgr.....David Gregg
Program Director.....Golda Shaunce
Chief Engineer .....Jack Langford

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg., Inc.
Business-Studio Address..300 Waltower Bldg.
Phone Number .....Victor 3864
Transmitter Location...901 N. 8th St., Kansas City, Kan.
News Service .....AP, UP
Transcription Service ....Langworth, Standard
Representative .....Capper Publications, Inc.
General Manager.....Ben Ludy
Sales Prom. Mgr.....Joe Story
Program Director.....George Stump

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....125 E. 31st St.
Phone Number.....Jefferson 6789
Transmitter Location .....Nashua
Air Time .....Unlimited
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Katz
Membership .....NARTB
President.....Tom L. Evans
General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Commercial Manager .....R. W. Evans
Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Production Director.....Kenneth Heady
News Director .....Jim Monroe
Chief Engineer.....Karl Troeglen
Consulting Engr. .....Andrew R. Ring

KFRM

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....222 W. 11th St.
Phone Number.....HA. 2650
Transmitter Location....10 Mi. S. of Concordia
Air Time .....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Arthur B. Church
V.P., Managing Dir.....George J. Higgins
Sales Promotion Manager....Harold W. Storm
Program Director.....Rod B. Cupp
Production Director.....Fran Heyser
News Director.....John Farmer
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Consulting Engr. .....Jansky & Bailey

KMBC

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Address.....222 W. 11th St.
Phone Number.....HArrison 2650
Transmitter Location.....50th & Belinder
Air Time.....5:55 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NARTB, BAB

President.....Arthur B. Church
V.P., Managing Director.....George J. Higgins
Sales Promotion Mgr.....Harold W. Storm
Program Director.....Rod Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
News Director.....John Farmer
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Consulting Engr. .....Jansky & Bailey

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Transmitter Location...Johnson County, Kans.
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christial
President.....Roy A. Roberts
General Manager .....Dean Fitzer
Station Manager.....V. S. Batton
Commercial Mgr.....E. Manne Russo
Program Director.....Harry J. Kaufmann
Publicity Director.....Harold Glazer
News Director.....Walt Bodine
Chief Engineer.....J. A. Flaherty
Consulting Engineer.....G. E. Gauntney

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. ...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By .....WHB Bcstg. Co.
Business-Studio Address .....Scarritt Bldg.
Phone Number .....Harrison 1161
Transmitter Location .....Route 1, Liberty
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair & Co.
Pres., Comm. Mgr. .....Donald Dwight Davis
Gen., Sta. Mgr. .....John T. Schilling
Sales Prom. Mgr.....Charles Rosenfeldt
News, Program Director.....Richard Smith
Chief Engineer .....Henry Goldenberg

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number 8-4616
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, Capitol
Membership .....BAB
President, General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison
Commercial Manager.....Joe Bankhead
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address....KIRX Bldg.
Phone Number 5-3781
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
General, Station Manager.....Samuel A. Burk
Commercial Manager.....R. M. Harpster
Program Director.....Lee Jones
News Director .....Robert S. Herrin
Chief Engineer .....Charles Porter

KLWT

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number 1015
Transmitter Location.....Buffalo Rd.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
President.....Robert C. Fields
General Manager.....O. R. Wright
Commercial Manager.....Jack A. Sellers
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

KMMO

MARSHALL—1949—KBS-LBS

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Operated By.....KMMO, Inc.
Address.....P. O. Box 513
Phone Number 40
Transmitter Location .....1 Mi. N.W. of City
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Station Manager.....Harold Gordon
Commercial Manager.....Roger Gordon
Program Director.....Bettie S. Baldwin
Chief Engineer .....Bill Williams

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Phone Number 2340-1
Studio, Trans. Loc.....1725 E. Liberty
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Representative .....John E. Pearson
Membership .....NARTB, BAB
President .....John Badaracco
Gen., Sta. Mgr. .....W. Earl Dougherty
Sales Promotion Manager....Monty Moncrieff
News Director.....Jim Buffington
Chief Engineer .....Bob Bruner

KNCM

MOBERLY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Phone Number 1600
Representative .....Conwell
Transcription Service...Lang-Worth, Thesaurus
News Service .....UP
Owner, Gen. Mgr.....Jerrell A. Shepherd
Commercial Manager.....John Conwell
Program Director .. James Lipsey
Chief Engineer.....W. D. Sneed
News Director.....Tom Hackward

KRMO

MONETT—1950—LBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone Number 858
Transcription Service .....Capitol
News Service .....AP
Gen. Mgr., (Partner).....L. C. McKenney
Sales Manager (Partner).....J. J. Daly
Commercial Manager.....Marion Pilant
Station Manager.....Jim Allwood
Publicity, News Dir.....Victor Cox
Chief Engineer .....George Province

KNEM

NEVADA—1941—KBS-LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Missouri Bcstng. Co.
Address.....P. O. Box 15
Phone Number 13
Transmitter Location.....3rd & Smecter
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Conwell Co.
President.....Cecil W. Roberts
General Manager.....Jerrell Henry
Commercial Manager.....Al Meschi
Program Director.....Dorothy Henry
Chief Engineer.....Paul Gregg

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address .....KWOC Bldg.
Phone Number 3922
Air Time .....6:00 a.m.-10 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....John E. Pearson
President, General Manager..A. L. McCarthy
Station Manager.....Byron Kearbey, Jr.
Prog., Prod. Dir. .....Jerry J. Higley
News Director .....John A. Thies
Chief Engineer .....Donald M. Lidenton
Consulting Engineer .....F. O. Grimwood

KTTR

ROLLA—1947—KBS-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address .....P. O. Box 567
Phone Number 380
Transmitter Location ....Soest Rd., Rolla, Mo.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Pres., Gen.-Sta.-Comm. Mgr...Luther W. Martin
Pgm., Prdo., Pub. Dir.....Wilson C. Burkhead
Musical Director .....Mel Lee
Chief, Consulting Engr.....Martin W. Mitchum

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....KFEQ Bldg.
Phone Number 4-0813
Transmitter Location.....Hway. No. 71
Air Time.....5:30 a.m.-12 M.
News Service .....UP, AP
Transcription Service .....World, SESAC
Representative .....Headley-Reed
President, General Manager.....Barton Pitts
Commercial Manager.....Glenn G. Griswold
Prom. Mgr., Pub. Dir. .....J. Ted Branson
Program Director.....E. C. Schirmer
Production Director.....Walter Johnson
Chief Engineer.....J. Wesley Koch
Consulting Engr.....George C. Davis

KRES

ST. JOSEPH—1946—LBS

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 S. 7th St.
Phone Number 4-6346
Transmitter Location.....Hway. 169
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
President .....Basil L. Kaufmann
Exec. V.-P., Gen. Mgr.....William C. Whitlock
Gen., Sta. Mgr.....John L. Bilyeu
Commercial Manager.....C. Warren Stout
Program Director.....Allen Menefee
Local Sales Manager.....Warren Stout
Publicity Director.....Gene Miller
Ch'ef Engineer.....Harry L. Teegarden
Consulting Engr. .....Commercial Radio

You get **MORE** *for your money when you buy the*

Buy **KSD**

. . . with the **LARGEST** *daytime half-millivolt coverage area of any radio station* **in ST. LOUIS**

. . . 5000 watts on 550 kc day and night!

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

KMOX

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Transmitter Location .....Stallings
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative.....CBS Radio Spot Sales
Membership .....BAB
General Manager .....John Ackerman
Commercial Manager .....P. S. Anderson
Sales Prom. Mgr.....C. W. Doebler
Program Director.....Mark Russell
Production Director.....George M. Clare
Chief Engineer.....Harry Harvey

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
Transmitter.....Hway. 66, E. St. Louis, Ill.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NARTB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Arthur J. Casey
Program Director.....Harold Grams
Commercial Manager.....Edward W. Hamlin
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KSTL

ST. LOUIS—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....St. Louis 1
Phone Number .....MAin 0600
Transmitter Location.....East St. Louis, Ill.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Srevice .....Capitol
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....William A. Ware
Asst. Manager .....Dick J. Kasten
Commercial Manager.....William A. Knight
Program Director .....Bob Terry
Traffic Manager.....Rose DiCarlo
Publicity Director .....Dolores J. Ryan
News Director.....Bob Sheehan
Chief Engineer .....Edward B. Bench, Jr.

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Bus.-Studio Address.....1215 Cole St.
Phone Number.....Main 9100
Transmitter Location.....500 Logan St., Baden
Air Time.....5:30 a.m.-M.
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
Station Director.....Ray E. Dady
Commercial Director.....V. E. Carmichael
Program Director .....John W. Tinnea
Production Mgr.....John Traxler
Publicity Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr
Consulting Engineer.....McIntosh & Inglis

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....8135 Forsythe Blvd.
Phone Number.....Delmar 1320
Transmitter Location .....Brentwood
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Bolling
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....S. E. Sloan
Station Manager.....Les Ware
Chief Engineer.....Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOX, Inc.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 6000
Transmitter Location.....Madison, Ill.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NARTB, BAB
President .....Elzey Roberts
General Manager.....C. L. Thomas
Asst. to Gen. Mgr. .....Bruce Barrington
Commercial Manager.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Production Director.....Elmer Muschany
Publicity Director.....Mary Williamson
Chief Engineer.....Arthur F. Rekart
Consulting Engineer.....Jansky & Bailey

WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University

Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
News Service.....INS, UP
Transcription Service..Lang-Worth, Associated
President (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
Sta. Gen. Manager.....Geo. A. Volz
Promotion Manager.....John G. Walsh
Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—1922—LBS

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Chase
Phone Number.....Rosedale 6200
Transmitter Location.....North Dupo, Il.
Air Time.....5:30 a.m.-1:30 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Pres., Gen. Mgr. .....L. A. Benson
Commercial Manager.....R. M. Hetherington
Promotion Manager .....Nick Pagliara
Program Director .....Edward M. Galloway
Publicity Director.....Marilyn Rohan
Chief Announcer.....Bob Grossman
News Director .....John Carr
Chief Engineer .....Wells Chapin

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....245 Merchant St.
Phone Number 580
Transmitter Location.....Maxwell Hill
Air Time.....6 a.m.-10 p.m.
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Announcer.....Harry Stonum
Chief Engineer.....Murel L. Rose
Consulting Engineer .....Grimwood

KDRO

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number 4004
News Service .....UP
Representative .....Forjoe
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn
Chief Engineer.....Leman E. Jones

KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone Number 1
News Service .....AP
Transcription Service .....Standard
President.....Lyman R. Bowman, Jr.
Sta., Comm., Prom. Mgr..Richard L. Watkins, Jr.
Pgm. Dir., Chief Anncr.....James Palmer
Chief Engineer.....Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone Number 4-2822
Transmitter Location....Bolivar Rd., Hiway 13
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Tams Bixby, Jr.
General Manager.....J.. Gordon Wardell
Program Director.....Carl Fox
Pub. Dir., Chf. Ann. .....Dudley Morris
News Director .....Paul Adams
Chief Engineer.....E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Phone Number 4-1561
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NARTB, BAB
President.....Floyd W. Jones
General Manager .....Miles N. Walker
Commercial Manager.....Richard Bradley
Program Director.....Welcome Stanton
Publicity Director.....Richard Hainline
Chief Engineer.....Charley Grayston

KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....Chamber of Commerce Bldg.
Phone Number 2-7474
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
President.....J H. G. Cooper
Gen., Sta., Prom. Mgr.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
News Director .....Bill Bowers
Chief Engineer.....William F. Curry
Consulting Engineer.....James C. McNary

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address....606 E. St. Louis St.
Phone Number 2-4422
Transmitter Location.....So. Fremont Rd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ralph D. Foster
Asst. Gen. Mgr.....Leslie L. Kennon
Program, Prod. Director.....Lou Black
Chief Announcer.....Joe Slattery
Promotion Director.....Bill Bailey
News Director .....Floyd M. Sullivan
Chief Engineer.....Fritz Bauer
Consulting Engineer.....A. D. Ring

KWRE

WARRENTON—1949

Frequency: 730 Kc.....Power: 500 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address .....Warrenton
Phone Number 398
Transmitter Location .....Hway 47
News Service .....UP
Transcription Service .....RCA
Representative .....Continental Radio
Pres., Gen. Mgr. .....W. T. Zimmerman
Station Manager .....Don Clem
Commercial Manager .....Leo Waters
Sales Prom. Mgr.....Geo. Eddons
Chief Engineer .....Cal Morris

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Trans. Address.....E. Abe Taylor Blvd.
Phone Number 700
News Service .....AP
Transcription Service .....Standard
General Manager.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....John Billingsley
Consulting Engineer.....Fred Grimwood

MONTANA

Pop. April 1, 1952 (Est.) 621,000—Total Housing Units 195,184
Families April 1, 1952 (Est.) 179,000—Stations in State 25

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....Box 1470, Missoula
Phone Number.....Missoula 7668
Studio-Transmitter Location....1 Mi. E. of City
News Service .....UP
Transcription Service .....Lang-Worth
President.....A. J. Mosby
Station Manager.....Helen M. Ryan
Commercial Manager.....F. Gilbert Lieser
Sales Promotion Mgr.....John B. Hogan
Chief Engineer.....W. J. Derzay

KBMY

BILLINGS—1946—KBS
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number 3838
Transmitter Location .....W. of City
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Don C. Foote
General Manager.....Ken Nybo
Program Director .....Charles Du Bois
Chief Engineer.....Theodore Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply Co.
Business-Studio Address.....5th & N. B'way
Phone Number 2-2222
News Service .....UP
Representative .....Katz
President.....C. O. Campbell
Gen., Comm. Mgr.....Edward Yocum
Program Director.....V. Braunberger
Chief Engineer.....Jeff A. Kiichli

KOOK

BILLINGS—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1712
Phone Number 9-5970
News Service .....AP
Transcription Service .....Thesaurus

Representative .....Hollingbery
President.....C. L. Crist
Station Manager.....V. V. "Bud" Clark
Comm., Sales Prom. Mgr.....Jerry Moen
Pgm., Prod. Dir.....Ed Peiss
Chief Engineer.....Grant French
Consulting Engineer.....Wrathall & McNary

KBMN

BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address .....Box 691
Phone Number.....2104
Transcription Service .....Associated
News Service .....UP
Membership .....NARTB
Pres., Gen. Sta. Mgr.....G. Norman Penwell
Comm., Sls., Prom. Mgr.....C. J. Chucovich
Pgm., Prod. Dir.....Dan Snyder
Pub., News Dir.....Ralph Evans
Chief Engineer.....Ed Kolman
Consulting Engineer.....Archer Taylor

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number 1420
Transmitter Location.....2½ Mi. E. of City
Representative .....Walker
Pres., General Mgr.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director .....Wally Reid
Publicity Director.....Chuck Dawson
Chief Engineer.....Larry Friesner

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number 7429
News Service .....UP
Representative .....Donald Cooke
President .....Frank Reardon

KOPR

BUTTE—1948—ABC-MBS INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number 6546
Transmitter Location.....Little Basin Creek
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodell
President.....Frank C. Carman
General Manager.....Ed Cooney
Commercial Manager.....G. W. Chance
Program Director.....Jim Harrold
Publicity Director.....H. F. Burgman
Chief Engineer .....Jim Foster

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Phone Number 2-2344
Transmitter Location .....W. of Butte
News Service .....UP
Transcription Service.....MacGregor
Representative.....Walker; Pacific No. West
Pres., Gen. Mgr. .....E. B. Craney
Station, Comm. Mgr.....Arne E. Anzjon
Promotion Manager .....Frank Field
Publicity Director.....Vern Totten
Chief Engineer.....W. J. Provis

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lewis Wiles Moore
Address .....314 McDougal
Phone Number 5375
Transmitter Location .....S. Pearson Ave.
News Service .....AP
Transcription Service .....Capitol
Owner.....Lewis Wiles Moore
General Manager.....Daniel C. Palen
Commercial Manager.....M. M. Schlasner
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President .....Fred Birch
General Manager .....J. P. Wilkins
Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1948—MBS ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address .....Tribune Bldg.
Phone Number 4382
Transmitter Location.....5 Mi. S. of City
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address....Park Hotel
Phone Number 2-2453
Transmitter Location .....Park Hotel
Representative .....Walker
Manager .....Paul Hatton
Eastern Sales Manager.....Wythe Walker
Western Sales Manager.....Tracy Moore

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Montana Bcstg. Co.
Business-Studio Address..Box 70, Liberty Hotel Bldg.
Phone Number 1096-7
Transmitter Location.....3.5 Mi. N.E. of Havre
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
President.....O. R. Rubie
General, Sta. Mgr. .....Charlotte H. Brader
Prog. Dir., Chf. Ann. .....James R. Saenger
Production Director .....Stanley G. Stephens
Chief Engineer.....George H. Bauer

KCAP

HELENA—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....1705 Jerome Pl.
Phone Number 4030
News Service .....UP
Transcription Service .....Associated
President .....James Flinn
Gen., Comm. Mgr.....Robert Fleming
Program Director.....D. M. Lewing
Promotion Manager.....H. J. Rueggs
Co-Chief Engr., Farm Dir.....Dean Mack
Co-Chief Engineer.....Lee Dobler
News Director.....Allen Nowatny

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....P. O. Box 797
Phone Number 1240
Transmitter Location .....Helena
News Service .....UP
President.....A. T. Hibbard
General Manager.....Barclay Craighead
Commercial Manager.....Carl Argabrite
Program Director.....Gene Hogan
Chief Engineer.....Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald C. Treloar
Business-Studio Address.....7 Main St.
Phone Number 331-2
Transmitter.....2½ Mi. S. on Hway. 93
Air Time .....Unlimited
News Service .....UP
Transcription Service. World, SESAC, Standard
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Donald C. Treloar
Sales Prom. Mgr.....Robert Bennett
Prog., Prod. Dir.....Norm Fisher
Chief Engineer.....Paul Johnston
Consulting Engineer.....Al Sparling

KXLO

LEWISTON—1947—MBS
INTERMTN. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. G. Kelley
Bus.-Studio-Transmitter Address....E. Main St.
Phone Number 1210
News Service .....AP
Transcription Service .....World
President.....William G. Kelly
Comm., Gen. Mgr.....Marlin T. Obie
Chief Engineer .....David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lincoln County Bcstrs. Inc.
Address.....P. O. Box 565
General Manager.....O. G. Coburn

KPRK

LIVINGSTON—1947—MBS
INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address .....Box 691
Phone Number 1000
Transmitter-Studio Address.....E. Park St.
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
News, Prog. Dir.....Gerald Tyo
Chief Engineer.....Edwin Wood

KRJF

MILES CITY—1941—KBS
MBS-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Transmitter-Studio Location.....13 N. 6th
Business Address.....Box 1015, Niles City

Phone Number 1340
News Service .....UP
Transcription Service.....Lang-Worth, KBS
Representatives .....Avery-Knodel, Blair
Membership .....NARTB, BAB
General Manager.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Program Director.....Donald E. Holen
Production Director.....Herbert J. Hanson
Chief Engineer.....William Sebastian

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Business-Studio Address.....127 E. Main
Phone Number 2155
Transmitter Location.....5 Mi. S. of City
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gil-Penra-Keith
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr. .....A. J. Mosby
Commercial Manager.....F. G. Lieser
Prog., Prod., Pub. Dir.....Marion E. Dixon
Chief Engineer.....Clifford Baker

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number 4114
Studio-Transmitter Location....Orchard Homes
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Commercial Mgr. .....Bob Gillis
Program Director.....Bill Strothman
Chief Engineer.....Dave Green

KIYI

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Address.....P. O. Box 185
Phone Number 560
News Service .....UP
Representative .....Cooke
President.....John J. Hurley
General Manager.....Bill Murphy
Commercial Manager.....John Lyon

KGCX

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....E. E. Krebsbach
Phone Number 408
Transmitter Location.....4 Mi. N. of City
News Service .....AP
Transcription Service .....Capitol
Representative .....Lawson
General Manager.....E. E. Krebsbach
Station Mgrs.....(Sidney) Keith Krebsbach,
(Williston, N. D.) Clair Krebsbach
Production Director.....Bob Roderick
Publicity Director.....Bob Rockne
Chief Engineer.....O. H. Halvorson
Consulting Engineer.....G. B. Bairey

NEBRASKA

Pop. April 1, 1952 (Est.) 1,391,000—Total Housing Units 417,305
Families April 1, 1952 (Est.) 379,000—Stations in State 22

KCOW

ALLIANCE—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1030 W. 3rd St.
Phone Number 1300
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President .....Hansford Jaggers
Gen., Sta. Mgr. .....Gene Ackerley
Commercial Manager.....James L. Thomas
Chief Engineer .....Edward Davenport

KWBE

BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....112½ North 6th St.
Phone Number 1245
Transmitter Location ....Mary & Sherman Sts.
News Service .....AP
Transcription Service.....World, Cole,
Thesaurus
Comm., Sales Prom. Mgr.....Bud Pentz
Gen. Mgr., Pgm. Dir.....C. Brugha
Chief Engineer .....Wilbur R. Emerson

KCNI

BROKEN BOW—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Broken Bow
Air Time .....Unlimited
Mgr., Chief Engr.....Bud Crawford
Commercial Manager....Georgia A. Crawford

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone Number 5154
Studio-Transmitter Location .....Columbus
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Biddick, Continental
Transcription Service.....World, SESAC, Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager .....Milo Kincaid
Program Director.....Florence L. Anderson
Chief Anncr., Farm Editor.....Gene Jones
News, Musical Dir.....Carl Rafferty
Chief Engineer.....Harold Hardy

KFGT

FREMONT—1939—MBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By....Walker Newspapers, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number 1060
Transmitter Location.....E. 16th St.
Air Time.....7 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Lester A. Walker

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMJ, Inc.
Business-Studio Address....Division at Cedar
Phone Number 703-4
Transmitter Location .....Phillips
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Headley-Reed
President .....Don Searle
V.P. & General Manager.....Bill Martin
Sales Promotion Manager...Quintin McCredie
Chief Engineer.....V. L. Lynch

KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Trans. Address .....Tribune Bldg.
Phone Number 2-5101
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Standard
President .....Fred A. Seaton
Gen., Comm. Mgr.....Duane L. Watts
Pub., Prod., Prog. Dir. .....Lloyd O. Thomas
Chief Engineer.....Duane B. Allison

KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ..Central Neb. Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541
Transmitter Location .....Lakeside
News Service .....UP
Transcription Service .....World
President, General Manager..Lloyd C. Thomas
Commercial Manager.....John W. Yeager, Jr.
Program Director.....Elen Selah
Chief Engineer.....Jack Lewis
News Director.....Don Sherrill

KRVN

LEXINGTON—1950—LBS

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Phone Number 716
Representative .....Taylor
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB, BAB
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Dan Bellus
Program Director.....Gary Schroeder
Traffic Manager.....Patricia Doyle
Chief Engineer.....Tom Copeland

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address..Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Transmitter Location.....48th & Vine Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....James Stuart
Gen., Sta. Mgr.....George X. Smith
Pub., Sales Promotion.....Lydia Nelsuda
Prod., Program Director.....Ken Greenwood
Chief Announcer .....Avrum Bondarin
Chief Engineer.....Charles W. Winkler

KLMS

LINCOLN—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone Number 2-7579
Transcription Service .....Associated
Representative.....Ind. Met. Sales
President.....Howard A. Shuman
General Manager.....J. Russell Joynt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....212 Federal Securities Bldg.
Phone Number 2-7218
Transmitter Location.....40th & W Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
President.....Paul R. Foy
General, Sta. Manager....Harold E. Anderson
Commercial Manager .....W. B. Waugh
Prod., Prog. Director.....William L. Lucas
Publicity Director .....Twila Walker
Chief Engineer.....M. J. Korinek

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Bus.-Transmitter Address...Hway. 83 & "J" St.
Phone Number 1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NARTB, BAB
Pres., Gen. Mgr.....LeRoy W. Lenwell
Prog. Dir., Chf. Ann.....Gilbert Mitchell
Consulting Engineer.....Fred O. Grimwood

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Publ. Co.
Bus.-Studio Address.....527 Norfolk Ave.
Phone Number 432
Transmitter Location.....3½ Mi. W. of Norfolk
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
President.....E. F. Huse
General Manager .....Art Thomas
Station Manager .....Bob Thomas
Commercial Manager.....Vernon Stedry
Prom. Mgr., Pub. Dir.....Evans Meier
Chief Engineer.....Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address..1521 W. 12th
Phone Number 382
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....John Blair
Membership .....NARTB, BAB
President, Gen. Mgr.....John Alexander
Office Manager .....Jerry Wing
Commercial Manager.....Joe di Natale
Chief Engineer.....Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....676 World Ins. Bldg.
Phone Number.....JAckson 8282
Transmitter Location.....2807 So. 38th St.
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Paul R. Fry
Station Manager.....Richard E. Welna
Commercial Manager.....Ernest S. Priesman
Sales Prom. Mgr., Pub. Dir.....Beverly Bush
Program Director.....Richard F. Low
Chief Engineer.....Richard E. Welna
Consulting Engineer .....E. L. Dillard

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone Number.....Ja. 3420
Transmitter Location.....10 Mi. S. of Omaha
Air Time.....24 Hrs.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative.....Free & Peters
Membership .....NARTB, BMB
President.....Fred S. Sidles
Gen., Sta. Mgr.....Harry Burke
Commercial Mgr.....Harold Soderlund
Sales Promotion Mgr.....Don Shoemaker

News Director .....Carl Uhlarik
Musical Director.....Alene McKinney
Transmitter Engineer.....Art Stewart
Farm Editor.....W. E. Macdonald
Consulting Engineer .....George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....211 So. 17th St.
Phone Number.....JAckson 7626
Transmitter Location.....Council Bluffs, Ia.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
President .....James Stuart
Sta., Gen. Mgr. .....William J. Newens
Sales Promotion Manager...Charles Frandsen
Commercial Manager .....Arden Swisher
Program Director .....Virgil Sharpe
News Director.....Harry Hatcher
Musical Director .....Betty Baker
Chief Engineer.....Charles W. Winkler

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Business-Studio Address.....15th & Farnam
Phone Number.....Atlantic 2228
Transmitter Location.....60th & Redmon
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Bolling
President.....Robert H. Storz
Sta., Gen. Manager.....Todd Storz
Sales Promotion .....Jack Sandler
Program Director.....Gaylord Avery
Production Director .....Don Loughnane
Publicity Director.....G. W. Armstrong
Chief Announcer.....Jim O'Neill
News Director .....Walt Kavanagh
Musical Director.....Peg E. McGrath
Studio Supervisor .....Dale Moudy
Consulting Engr.....Cravens, Lohnes & Culver

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Transmitter Location.....5500 Kansas Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.Standard, World, SESAC
Representative .....John Blair
Membership .....NARTB, BAB
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Natl. Sales Mgr.....Bob Dooley
Sales Promotion Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Announcer.....Merrill Workhoven
Musical Director.....Morton Wells
Chief Engineer.....William J. Kotera
Farm Editor.....Mal Hansen

KNEB

SCOTTSBLUFF—1948—MBS

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number 1620
Transmitter Location.....1½ Mi. S.E. of City
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Hal Holman
Membership .....NARTB, BAB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Manager.....Byron Joachim
Program Director.....Keith Roper
Chief Announcer.....Arthur Taylor
News Director .....Richard Rayman
Sales Prom. Mgr.....Bob Wilber
Prod., Pub. Dir.....Perry Gerstein
Chief Engineer .....Leslie A. Proctor
Consulting Engineer.....Gautney & Roy

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address .....1517½ Bway
Phone Number 856
Transmitter Location.....2 Mi. W. of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....McGillvra
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr. .....L. L. Hilliard
Commercial Manager.....Louis Hunter
Sales Promotion Manager.....Red Davis
Program Director .....W. G. Walter
Production Director.....Bob Horstman
Chief Announcer.....Hap Ellis
News Director .....W. J. Brennan
Musical Director.....Gretchen Wimmer
Chief Engineer .....Harland A. Morrison
Farm Editor.....R. C. Ingwerson
Consult. Eng.....Commercial Radio

NEVADA

Pop. April 1, 1952 (Est.) 170,000—Total Housing Units 57,457
Families April 1, 1952 (Est.) 51,000—Stations in State 11

KELK

ELKO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Phone Number 260
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
President .....Chris Sheerin
General Manager.....John J. Gammick
Chief Engineer.....Lee Peer

KELY

ELY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Hotel Nevada
Phone Number 2077
Transcription Service .....Capitol
News Service .....INS
Co-Mgr., Chief Engr.....D. I. Hansen
Co-Manager.....D. V. Bradley
Comm. Mgr., Pgm., News Dir....J. D. Steward

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number 1400
Studio-Transmitter Location.....“The Strip”
Air Time.....5 a.m.-1:30 a.m.
News Service .....INS
Representative.....W. S. Grant
Pres., Gen.-Sta. Manager.....Maxwell Kelch
Commercial Mgr.....Thompson Magowan
Prog., Prod., Pub. Dir.....Ken O'Connell
News Director .....Ed Oncken
Chief Engineer.....R. O. Dow
Consulting Engineer.....J. Tap

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Phone Number 4646
Transmitter Location ....East Charleston Blvd.
Air Time .....6 a.m.-12 M.
Representative .....Hollingbery
Pres., Gen. Mgr.....Fred Stoye
Sales Promotion Manager.....Maxine Lunt
Program, News Director.....John Ryken
Chief Engineer.....Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Vegas Valley Bcstg. Co.
Address .....Hotel Thunderbird
Phone Number 6500
News Service .....UP
President .....David McKay
Station Manager.....Jack Kehoe
Program Director.....George Corneal
Chief Engineer.....Bill Binford

KRAM

LAS VEGAS—1946—MBS-LBS-KBS INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone Number 920
Air Time.....6 a.m.-2 a.m.
News Service .....UP
Station Representative.....Avery Knodel
President.....Edward J. Jansen
Gen., Comm. Mgr.....Truman B. Hinkle
Program Director.....Drew Rogne
Publicity Director.....Paula Clark
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Box 2231.
Mapes Hotel
Phone Number 2-4501
Transmitter Location....6th & Cassinelli Rds.
Air Time.....7 a.m.-1 a.m.
Representative.....John E. Pearson, Western
Transcription Service .....MacGregor
Membership .....NARTB, BAB
Pres., Chief Engr.....R. K. Wittenberg
Sta.-Gen., Comm. Manager..Robert L. Stoddard

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owner.....McClatchy Bcstg. Co.
Business-Studio Address....143 Stevenson St.
Phone Number 3-5106
Transmitter Location .....Sparks
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees

Commercial Manager.....Merle Snider
Sales Promotion Mgr.....Tom Cafferty
Pgm. Dir., Chief Anncr.....Bruce Branson
News Director.....George Umbenhaur
Chief Engineer.....Wesley Craig
Consulting Engineer.....George C. Davis

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Transmitter Location .....Sparks
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Dave McKay
General-Station Manager.....H. G. Wells
Sales Prom. Mgr.....Bob Tower
Prod., Program Director .....William Ruff
Publicity Director.....Martha Breaker
Musical Director.....Jere Laird
Chief Engineer.....Merle Peterson

KWIK

RENO—1946—ABC-MBS

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Eastern Ida. Bcstg. & TV Co.
Address .....Bannock Hotel
Phone Number 3400
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
President.....James M. Brady
General Manager.....Charles Crabtree
Commercial Manager.....Don W. Burden
Pgm. Dir., Prom. Mgr.....Dick Wright
News Director.....John Suchy
Chief Engineer.....Delbert Williams

KWRN

RENO—1947—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Nevada Radio-TV Inc.
Business-Studio Address.....Riverside Hotel
Phone Number 38156
Transmitter Location .....Kietzke Lane
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Representative .....Grant
President .....Kenyon Brown
General Manager.....Frank McLaurin
Commercial Manager.....Jack Stodelle
Sales Prom. Mgr.....Jim Luce
Pgm., Prod., Pub. Dir.....Mark Curtis
Chief Announcer.....Aubin Thomas
News Director.....Gene Elyot
Musical Director.....Walt Rees
Chief Engineer.....W. C. Comer
Consulting Engineer.....Earl Cullum

NEW HAMPSHIRE

Pop. April 1, 1952 (Est.) 559,000—Total Housing Units 192,031
Families April 1, 1952 (Est.) 157,000—Stations in State 12

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....40 Main Street
Phone Number 1797-8
Transmitter Location .....Hutchins St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Kettell-Carter, Radio Reps.
Membership .....NARTB, BAB
President .....John W. Guider
General Manager.....Wendell C. MacKenzie
Sales Manager.....A. F. Hickey
Chief Engineer.....Herschel M. Howe

WTSV

CLAREMONT—1948—GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Trans. Address.....155 Front St., Manchester
Phone Number 4-4075
News Service .....UP
Representative .....Bolling
President.....William J. Barkley
General Manager.....W. J. Rust, Jr.
Comm. Sta. Mgr.....Fred Sterns
Program Director.....Dick Hill
Chief Engineer.....A. Davis

WKXL

CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....Eagle Hotel
Phone Number 4180
Transmitter Location.....Redington Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....AP

Transcription Service .....World
Representative .....Adam Young
Pres., Gen. Mgr.....Hon. Charles M. Dale
Asst. Comm., Prom. Mgr.....Thomas S. Pingree
Station Manager.....Tom Frank
Chief Announcer.....Win Blake
News Director.....Donn Tibbetts
Chief Engineer.....Robert Wright

WTSL

HANOVER-LEBANON—1950
GRANITE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.Granite State Bcstg. Co., Inc.
Address.....155 Front St.
Phone Number 4-4075
Representative .....Bolling
News Service .....UP
President.....William J. Barkley
General Manager. .. William J. Rust, Jr.
Commercial Manager.....Henry Lewis
Chief Engineer.....William Heiser

WKNE

KEENE—1926—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone Number 2080
Transmitter Location.....Stanhope Ave.
News Service .....UP
Transcription Service .....World
Representative .....Meeker, Kettell-Carter
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Joseph K. Close
Commercial Manager.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Ted B. Sawyer
Prod. News Director....Howard E. Wheelock
Chief Engineer.....Ernest F. Batcheldar, Jr.
Consulting Engr.....Craven, Lohnes & Culver

WLNH

LACONIA—1922—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....635 Main St.
Phone Number 2-300
Transmitter Location .....Sanornton
Air Time .....Unlimited
News Service .....AP
Representative .....Kettell-Carter, Grant
President .....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clark
Chief Engineer.....Walter Avery

WFEA

MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number 5-5491
Transmitter Location .....Merrimack
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr., Kettell-Carter
President .....Morris Silver
Gen., Sta. Mgr., Prog. Dir...Warren H. Journay
Commercial Manager.....Saul Gross
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

WKBR

MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Trans. Address.....155 Front St.
Phone Number 44075
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Representative .....Borgatti, Bolling
President.....W. J. Barkley
General Manager.....W. F. Rust, Jr.
Commercial Manager.....Ralph Gottlieb
Program Director.....William Carlisle
Chief Engineer.....Royston Phillips

AP SELLS

For Stations and Sponsors —

For instance . . . WMOU

"Our AP news programs are among the greatest audience-pullers, as sales of newscasts show! AP more than pays for itself!"

JOCK MacKENZIE,
General Manager,
WMOU, Berlin, New Hampshire

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number 5-5788
Transmitter Location.....Front St.
News Service .....UP
Air Time.....6 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Hon. Francis P. Murphy
Sta., Comm., Gen. Mgr.....Hervey Carier
Production Dir.....Bernie Mack
News Director.....Tom Power
Chief Engineer.....Vincent Chandler
Consulting Engr.....Tansky & Bailey

WOTW

NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number 5000
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan, Walker
Pres., Gen. Mgr.....Arthur A. Newcomb
Comm., Sls. Prom. Mgr.....Norman R. Delude
Program Dir.....Paul Keefe
Chief Engineer.....Harry Hanfield
Consulting Engineer.....Russell P. May

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Bus.-Studio-Transmitter Address..Lafayette Rd.
Phone Number 4080
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Kettel-Carter, Walker
Pres., Gen. Mgr.....Charles M. Dale
Commercial Manager.....Jack Kane
Sales Promotion.....Walt Emery
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH

ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number 1400-1
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Bolling, Bannan
Membership .....NAB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Program Dir.....George Michael
Sta. Mgr., Production Dir.....H. Martin
Publicity Dir.....Mary Verrette
Chief Engineer.....Thomas E. McLaughlin, Jr.

NEW JERSEY

Pop. April 1, 1952 (Est.) 5,037,000—Total Housing Units 1,509,402
Families April 1, 1952 (Est.) 1,385,000—Stations in State 19

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone Number.....Asbury Park 2-3000
Transmitter Location.....Neptune, N. J.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Jos. McGillvra, Inc.
Membership .....NARTB, BAB
President.....Wayne D. McMurray
General Manager.....Ernest W. Lass
Station Manager.....Thomas B. Tighe
Commercial Manager.....Margaret Curtis
Program Director.....Everett Rudloff
Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Senator Hotel
Phone Number 4-1340
Transmitter Location.....Absecon Blvd.
Air Time.....7 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe
President .....Richard Endicott

Gen., Sta. Mgr.....David H. Freedman
Program Director.....Jack Shefrin
Chf. Ann., Prod. Dir.....Alan Owen
Chief Engineer.....Earl Godfrey

WFPG
ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone Number 5-2188
Transmitter Location.....Absecon Blvd.
News Service .....UP
Transcription Service .....MGM
Representative.....John E. Pearson
Membership .....BAB
President .....Fred Weber
Commercial Mgr.....R. E. Truex
Sales Prom. Mgr.....George Lewis
Program Dir.....Ed Davis
Production Dir.....Fred Haggerty
Chief Engineer.....Blair K. Thron

WSNJ
BRIDGETON—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Co.
Address .....Carll's Corner
Phone Number 2930
Transmitter Location.....Old Burlington Rd.

WFPG

CBS RADIO NETWORK FOR NEW JERSEY

Atlantic City, N. J.

Serving the 107th Market of the Nation

with

More Network Programs
More Public Service
More Baseball
More News

from its

403 FOOT TOWER

(Tallest structure in New Jersey, south of Newark)

WSTV Steubensville
WPIT Pittsburgh
THE FRIENDLY GROUP
WHEE Boston
WFPG Atlantic City

News Service .....UP
Transcription Service .....Thesaurus
Representative .....Thomas Clark
President.....Russell S. Henderson
Vice-Pres., Gen. Mgr.....Paul Alger
Commercial Manager.....Jerry Alden
News Director.....Don Hart
Chief Engineer.....Francis Fekel

WCAM
CAMDEN—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....City of Camden, Inc.
Business-Studio Address.....City Hall
Phone Number.....Emerson 5-5600
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
Director.....Willard C. Schriver
Gen. Comm. Mgr.....John Cleary
News Director.....Frank Sheridan
Chief Engineer.....John Zander
Consulting Engineer.....H. L. Wilson

WKDN
CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Jersey Bcstg. Co.
Business Address.....Radio Park
Phone Number.....EM 5-7200
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, SESAC
Pres., Gen. Mgr.....Major Ranulf Compton
Station Manager.....Gordon Giffen
Commercial Manager.....William Sherry
Sales Prom. Manager.....Susan Rollins
Program Director.....Jerry Williams
News Director.....Bob Ross
Chief Engineer.....Frederick Chassey

WMTR
MORRISTOWN—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....P. O. Box 345
Phone Number.....MO 4-5700
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
President.....George S. Croy
Station Mgr.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
Chief Engineer.....Rudolph C. Prow
Consulting Engineer.....McIntosh & Inglis

WAAT
NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.

Business-Studio Address....Television Center
Phone..Mitchell 2-6400: BArclay 7-8216 (N. Y.)
Air Time.....7 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....Irving R. Rosenhaus
V.P., National Sales.....E. S. Lennon
Program Director.....George Green
Public Relations Director...Roland Trenchard
V.P., Engineering.....Frank V. Bremer

WHBI

NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Transmitter Location.....155 Washington St.
Air Time .....Unlimited
Pres., Gen. Mgr.....James L. Shearer
Vice-Pres. & Prog. Dir.....William Masi
Chief Engineer.....Herman Foster

WVNJ

NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
Transmitter Location .....Livingston
News Service .....UP
Transcription Service .....World
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Station Manager.....Helen Sutton
Chief Engineer.....Bernard Kellom

W V N J
620 on your dial
The most for your dollar in the metropolitan area
NEWARK, N. J.

WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..North Jersey Radio, Inc.
Business-Studio Address.....91 Halsey St.
Phone Number.....MArket 3-2700
Transmitter Location .....Union
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
President.....Edward W. Scudder, Jr.
Gen., Sta., Comm. Mgr.....Harry D. Goodwin
Pub. Dir., Sales Prom. Mgr.....Arnold Snyder

custom-tailored
for the 3,833,000 Consumers in the rich
Northern New Jersey Market
the exclusive North Jersey radio dollars station
WNJR
RADIO STATION OF NEWARK NEWS
5,000 WATTS FULL TIME
91 Halsey St., Newark 2, N. J.
MArket 3-2700
COrtlandt 7-8070

Program Director.....Steven Van Gluck
News Director.....Tom Costigan
Chief Engineer.....Peter Testan
Farm Editor.....Will Peigelbeck
Consulting Engr.....Paul Godley

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....Charter 7-1450
Transmitter Location.....Highland Park
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....James L. Howe
General Manager.....Robert Williams
Commercial Manager.....Kenneth Leslie

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
Transmitter.....Broad at Hepburn Rd. Clifton
Air Time.....24 Hrs.
News Service.....AP, UP
Transcription Service.....Associated, Sesac, Lang-Worth
President .....Richard Drukker
Exec. V.P. & Gen. Mgr.....D. J. Wright
Commercial Manager.....John F. Sloan
Sales Prom. Mgr.....Frank X. Tuoti
Program Director.....Don Kerr
Chief Announcer.....Bill Bohack
News Director.....Edward Pollack
Musical Director.....Harvey Humphrey
Chief Engineer.....Earl F. Lucas

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstrs., Inc.
Address .....Old Turnpike
Phone Number 3971
Transcription Service .....Standard
News Service .....AP
Representative .....Martin Scheuer
President .....Charles Rupp
General Manager.....John Struckell

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Morrisville Bcstg. Co.

RESULTS
for advertisers
PROVE
conclusively that
WPAT
is the outstanding buy
in the important
New York—New Jersey market

5000 watts Paterson, N. J. 930 KC

Address.....108 N. Broad St.
Phone Number 4-7191
News Service .....AP
Transcription Service .....World
President.....Verna S. Hardin
General Manager.....Richard M. Hardin
Chief Engineer.....William A. Brewer

WTNJ

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Ave.
Phone Number 8149
Transmitter Location.....Morrisville, Pa.
Transcription Service .....Sesac
Program Director.....Frank Brooks

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Trent Bcst. Corp.
Business-Studio Address.....541 E. State St.
Phone Number 5-8515-6-7-8
Transmitter Location.....Yardley, Pa.
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Elmer H. Wene
General Manager.....S. Carl Mark
Chief Engineer.....Theodore P. Kilmer

WWBZ

VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....633 Wood St.
Phone Number.....Vineland 7-1360
Transmitter Location.....Brotmanville, N. J.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Kennedy
President.....Joseph M. Bullock
Gen., Sta., Prom. Mgr.....Fred M. Wood
Commercial Manager.....John Serra
Program Director.....Dorothy H. Carlson
Chief Engineer.....Rudolph Macak
Consulting Engineer.....John Creutz

WCMC

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3300 Pacific Ave.
Owner.....Francis J. Matrangola

U. P. 2/7/52....

(VINELAND) — THE BOROUGH OF VINELAND WILL BECOME A CITY OF 30-THOUSAND RESIDENTS JULY FIRST — AND LANDIS TOWNSHIP WILL CEASE TO EXIST. RESIDENTS OF THE TWO CUMBERLAND COUNTY COMMUNITIES VOTED TO MERGE YESTERDAY. **THE COMMUNITY WILL BE LARGEST CITY IN SIZE IN NEW JERSEY.**

Sell **ALL** of southern New Jersey with

WWBZ

For details on this wealthy industrial and agricultural market call:

Gill-Keefe & Perna — New York
TEmpleton 8-4740

Mal Kennedy — Philadelphia
RIttenhouse 6-8546

WWBZ 1000 Watts - Vineland, N. J.

AP SELLS

For Stations and Sponsors —

For instance . . . WCTC

"Associated Press news is the foundation of our operation. Sponsors are waiting in line for our key 15-minute AP newscasts. The New Brunswick Savings Institution announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened."

ROBERT L. WILLIAMS,
Station Manager,
WCTC, New Brunswick, N. J.

NEW MEXICO

Pop. April 1, 1952 (Est.) 715,000—Total Housing Units 199,964
Families April 1, 1952 (Est.) 181,000—Stations in State 25

KALG

ALAMOGARDO—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address.....Cuba at Canyon Rd.
Phone Number 311
Air Time.....6 a.m.-10:15 p.m.
News Service .....UP
Representative .....Avery Knodel
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....William W. Phelps
Chief Engineer.....Pete Paulos
Consulting Engineer.....Louis Goemetz

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....P. O. Box 1294
Phone Number 3-4543
Transmitter Location.....So. 2nd St.
Air Time .....5:30 a.m.-12 M.
News Service.....UP, AP
Transcription Service .....World
Representative.....Weed & Co.
Pres., Gen. Mgr.....A. R. Hebenstreit
Music Pgm., Prod., Pub. Dir. ..Robt. Van Driel
Chief Engineer.....Leonard F. Dodds
Consulting Engr.....A. Earl Cullum, Jr.

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ....Alvarado Bcstg. Co., Inc.
Business-Studio Address.....122 S. Tulane
Phone Number 5-7501
Transmitter.....2000 W. Indian School Rd.
Air Time.....19½ hrs.
News Service .....UP
Transcription Service.....Capitol Lang-worth
Representative.....Adam J. Young
President .....Herbert W. Wimberly
General Manager.....A. M. Caldwell
Chief Engineer.....William Carman

KOB

ALBUQUERQUE—1921—NBC

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Time, Inc.
Bus.-Studio Address.....Fifth & Silver
Phone Number 3-4411
Transmitter Location .....Alameda
News, Service.....AP, INS
Transcription Service .....Standard
Representative .....Branham
President.....Wayne Coy
General Manager.....J. I. Myerson
Program Director.....Rolf Nielson
Promotion Manager.....Mary Moses
Chief Engineer.....George S. Johnson

KVER

ALBUQUERQUE—1947—MBS INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVER Bcstg. Co.
Address .....317 N. Broadway, Box 1388
Phone Number 3-1744
Transmitter Location ..... Old Albuquerque
News Service .....AP
Representative .....Avery Knodel
Membership .....NARTB, BAB
Vice-President .....Bert Arnold
Station Manager.....Keith Type
Program Director.....Jack Lynn
Publicity Director .....Violet Shine
Chief Engineer.....Wilfred Smith
Consulting Engineer.....Commercial Radio

KSVP

ARTESIA—1946—KBS-MBS INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....5:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Avery Knodel
Membership .....NARTB, BAB
President.....Martin Yates III
Gen., Sta., Sales Prom. Mgr....David M. Button
Commercial Manager.....David Adams
Chief Engineer.....Pat Kettleson

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address....601 No. Canal St.
Phone Number 244
Transmitter Location.....3 mi. SW City
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor Co.
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Vernon Spidahl
Program Director.....Alexander Pitcaithley
Chief Engineer.....Harland Nifong

KPBM

CARLSBAD—1950—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronada Bcstg. Co.
Address.....313 W. Mermod
Phone Number 5-5373
Transcription Service .....Lang-Worth
News Service .....AP
Pres., Gen. Mgr.....Maurice F. McEvoy
Commercial Manager.....Darrell A. Swayze
Program Director.....Wayne F. Scott
Chief Engineer.....Luther S. Pully, Jr.

KLMX

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper By.....Ari-Ne-Mix Bcstg.
Address.....Box 7, Fair Grounds
Phone Number 616
Transcription Service .....Capitol
News Service .....UP
President .....Arthur Jernigan
Gen., Sta. Mgr., Pgm. Dir.....Frank Vale
Commercial Manager.....James Morris
Chief Engineer.....Robert Waters

KICA

CLOVIS—1931—MBS
INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAlister
Address .....520 Pile St.
Phone Number 5511
Transmitter Location.....1 mile East of Clovis
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Service..Associated. Lang-Worth
Station Representative .....Avery-Knodel
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....DeWitt Landis
Prod., Prof. Director.....Harold Cook
Chief Engineer .....Vernon Hughes
Consulting Engineer.....Fred O. Grimwood

KVBC

FARMINGTON—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Address .....Box 1117
Phone Number 307W
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr., Chf. Engr..Marvin E. Bowles
Commercial Manager.....Maxcyne Parker
Program Director.....Marilu Marshall

KGAK

GALLUP—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address-Transmitter.....P. O. Box 1150
Phone Number 1177
News Service .....UP
Transcription Service ....Capital, Lang-Worth
Station Representative .....McGillvra
Pres., Gen. Mgr., Pgm. Dir.....Merle H. Tucker
Chief Engineer.....Robert Adamson

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KWEW, Inc.
Business-Studio Address.....116 E. Dunnan
Phone Number .....Hobbs 3-3137
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Representative .....Taylor
President.....Mrs. Theresa Whitmore
General Manager.....Harry McAdams
Commercial Manager.....Phil McGee
Chief Engineer.....Roy Evans

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....902 N. Main St.
Phone Number 1121
Transmitter Location.....W. Amador Ave.
News Service .....UP
President.....C. L. Knight
General Manager.....L. S. Sleppy
Chief Engineer.....Howard L. Maudlin

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710
Phone Number 12
Transmitter Location.....½ mi. E. City
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Gen.-Station Mgr.....Ernest N. Thwaites
Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alvarado Bcstg. Co.
Address .....Community Center
Phone Number 2-4422
Representative.....Adam J. Young
Transcription Service .....Capitol
News Service .....UP
President.....H. W. Wimberly
General Manager.....A. M. Cadwell
Station Manager.....Bob Porton
Pgm., Prod., News Dir.....William Spack, Jr.
Publicity Director.....John F. McCormick
Chief Engineer.....John L. Lockhart
Consulting Engineer.....William Carman

KENM

PORTALES—1950—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address.....Box 1019, Roswell
Phone Number 600
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative .....Taylor
President .....Theresa Whitmore
General Manager.....G. F. Roberts
Commercial Manager.....Clarence Garner
Chief Engineer.....William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710, Las Vegas
Phone Number 875
Studio-Transmitter Address.....1128 State St.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address.....Box 1019
Phone Number 2000
Transmitter Location.....511 W. 16th St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, World, MacGregor
Representative .....Taylor Co.
Membership .....NARTB
President.....Mrs. Theresa Whitmore
General Manager.....W. E. Whitmore
Station Manager.....G. F. Roberts
Sales Prom. Mgr.....Paul Larson
Chief Engineer.....Leo J. McNemee

KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus.-Studio Address.....401 N. Richardson
Phone Number 2400
Transmitter Location.....19th & Railroad Sts.
News Service .....AP
Transcription Service .....Associated
Representative .....McGillvra
President.....Paul B. McEvoy
General Manaer.....John A. McBoyle
Commercial Manager.....Jack Schafer
Chief Engineer.....Ray R. Summersgill

KTRC

SANTA FE—1946—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Alvarado Broad. Co., Inc.
Address.....208 E. Marcy St.
Phone Number 3-6335
Transmitter Location....208 East Marcey St.
News Service .....UP
Transcription Service .....Capitol
President.....Herbert W. Wimberly
General Manager.....A. M. Cadwell
Sales Promotion Manager.....Al Paul Theil
Comm., Sta. Mgr., Pgm. Dir.....Hugh M. Gray
Chief Engineer.....Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number 3-7319
Transmitter Location.....Lower Alameda St.
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
President.....A. R. Hebenstreit
Gen., Comm. Mgr.....Ivan R. Head
Program Director.....Arleen Davy
Chief Engineer.....E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....S. W. N. Mex Bcstng.
Bus.-Studio-Transmitter Address..17th & Cactus
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Representative .....Taylor
Pres., Gen., Comm. Mgr.....A. Carl Dunbar
Sta., Prom. Mgr., Dir.....James H. Duncan
Chief Announcer.....Jim Doyle
Chief Engineer.....Edward C. Orris

KCHS

TRUTH OR CONSEQUENCES—1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sierra Bcstg. Co., Inc.
Business-Studio Address.....401 Broadway
Phone Number 161
Transmitter Location.....Yucca Heights
News Service .....UP
Transcription Service .....Capitol
Representative.....Continental Radio Sales
President .....Leonard R. Trainer
General Manager.....Russell A. Walz
Commercial Manager.....H. B. Gardey
Chief Engineer.....Sam Bradley

KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Quay County Bcstg. Co.
Business Address.....Box 668
Phone Number 100
Transmitter Location..Outside east city limits
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Gen., Sta. Mgr.....Lloyd Hawkins
Comm., Prom. Mgr.....Richard S. Fox
Program Director.....Richard Dale Wood

NEW YORK

Pop. April 1, 1952 (Est.) 15,571,000—Total Housing Units 4,651,857
Families April 1, 1952 (Est.) 4,332,000—Stations in State 97

WABY

ALBANY—1933—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern N. Y. Bcstng.
Business-Studio.....80 Braintree St.
Phone Number 2-3353
Transmitter Location....Braintree St., Colonie
Air Time.....7 a.m.-11:30 p.m.
News Service .....UP
Representative .....Rambeau
President .....David Kyle
General Manager.....Edward L. Trudeau
Commercial Manager.....Paul Dennis
Program Director.....Toni Brady
Chief Engineer.....Tom Stappleton

WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....136 State St.
Phone Number 3-6638
Transmitter Location..Kenwood Ave., Elsmere
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Standard
Representative .....McGillora
President, General Mgr.....James T. Healey
Station Manager .....A. Kellert
Program Director.....Frank Panny
Chief Engineer.....Al Sardi

WPTR

ALBANY—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address.....Hotel Ten Eyck
Phone Number 5-3345
Transmitter Location.Middle Rd., Colonie, N. Y.
News Service .....AP, INS
Transcr. Service ..... Associated, SESAC
Station Representative.....Weed and Co.
President .....J. Myer Schine
General Manager.....Morgan Ryan
Station Manager.....W. Russell David, Sr.
Commercial Manager.....Bill Schnaudt
Program Director.....Glen Walrath
Prom., News Dir.....Howard W. Maschmeier
Chief Engineer.....Dwelle S. Hoag

WROW

ALBANY—1947—MBS

Frequency: 590 Kc.....Power: 5,000 Watts d.; 1,000 Watts n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....112 State Street
Phone Number 3-2225
Transmitter Location....Route 9W—Glenmont
Air Time.....6 a.m.-M.
News Service .....INS, UP
Transcription Service .....Thesaurus
Station Representative.....The Bolling Co.
Membership .....NARTB, BAB
President.....Dr. John J. Quinlan
General Manager.....Harry L. Goldman
Station Mgr.....Johnny Lee
Commercial Mgr.....Harry Littler
Pgm., News Director.....Keyes Perrin
Publicity Director.....Mary Eleanor Wells
Chief Engineer .....Charles Heisler

WXKW

ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Champlain Valley Bcstg.
Business-Studio Address.....444 Broadway
Phone Number 6-7676
Transmitter Location .....Selkirk

Air Time.....6:00 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Katz
President, Gen. Mgr.....Stephen R. Rintoul
Station Manager.....George Wetmore
Commercial Manager.....Eugene Fitzpatrick
Chief Engineer.....Paul Krutz
Consulting Engr.....Robert M. Silliman

WCSS

AMSTERDAM—1948—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst.
Bus.-Studio-Transmitter Address..Upper Locust
Phone Number 4000
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Cecil Woodland
Program-Production Dir.....Ray Cheney
Publicity Director.....Joan MacGregor
Chief Engineer.....Guy Rauer

WMBO

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number 2-3511
Transmitter Location.....York & Division Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, SESAC, KBS
Representative.....Thomas F. Clark
Membership .....NARTB, BAB
President.....William O. Dapping
General Manager.....Frederick L. Keesee
Commercial Manager.....Robert B. Morgan
Chief Engineer.....Herbert House

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address.....90 Main St.
Phone Number 715
Transmitter Location.....Creek Rd.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen.-Station Mgr.....Edmund R. Gamble
Commercial Manager.....Robert E. Newstead
Program-Production Dir.....J. Gordon Bridge
Pub. Dir., Farm Editor.....James Gerrety
Chief Engineer.....Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address..Court House Square
Phone Number 4-4318
Transmitter Location.....Windy Hill
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB
President .....Donald Kramer
General Manager.....George J. O'Connor
Station Executive.....E. R. Vadeboncoeur
Commercial Manager.....H. R. Nicholson
Program Director.....Charles Bishara
Publicity, News Director....George O'Connor
Chief Engineer.....A. A. Kelley
Consulting Engr.....Craven, Lohnes & Culver

WKOP

BINGHAMTON—1947—MBS

Frequency: 1360 Kc.....Power: 100 Watts d., 500 n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone Number 2-3437
Transmitter Location.....Morgan Rd.
Air Time.....5.30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Prom.-Comm. Manager.....Samuel Handshaw
Prod.-Prog. Dir., Farm Ed.....Wally Buman
Chief Engineer.....Charles Hallinan
Consulting Engineer.....E. Dillard

WNBF

BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....P. O. Box 48
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham Hill
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....John C. Clark
General Manager.....Cecil D. Mastin
Treasurer.....L. L. Rogers
Commercial Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
Prog.-Prod. Dir., Chief Announcer..E. M. Scala
Chief Engineer.....L. H. Stantz
Consulting Engineers.....Jansky & Bailey

WENE

BINGHAMTON—ENDICOTT—1947 ABC

Frequency: 1430 Kc.....Power 5000 Watts
Owned-Oper. By..Empire Newspapers-Radio
Business-Studio Address.....909 E. Main
Phone Number 5-3351

Transmitter Location.....Pierce Hill, Vestal
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Associated
Transcription Service.....Associated, Capitol
Representative.....Radio Reps. Inc.
Membership .....NARTB, BAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Sta., Comm., Sales Prom. Mgr....S. W. Ryder
Pgm., Prod. Dir.....Harold E. Graves
Publicity Dir.....James A. McKechnie
Chief Engineer.....Sheldon W. Weyland
Consulting Engr.....Chambers & Garrison

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....MOhawk 0930
Transmitter Location.....Grand Island
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Lang-Worth
Representative .....Edward Petry
Membership .....NARTB, BAB
President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Local Sales Mgr.....C. E. Daly
Asst. Radio Sales Mgr.....Robert J. Conway
Program Director.....William R. Rich
Promotion Manager.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley
Commercial Engineer.....A. Earl Cullum

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
Transmitter Location.....154 E. Eagle St.
News Service.....AP, UP
Representative.....Adam J. Young, Jr.
Membership .....FMA
President.....Roy L. Albertson
General Manager.....James M. DeMunn
Sales Director.....Howard Schellenberg
Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Transmitter Location .....Hamburg
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
President.....William J. Conners, III
General Manager.....Cy King
Commercial Manager.....William Doerr, Jr.
Sales Prom., Pub. Div.....Wm. Schweitzer
Program Director.....Lloyd Gibson
Chief Announcer.....Ed Tucholka
News Director.....Gene Barry
Musical Director.....Victor D'Ana
Chief Engineer.....Frank B. Ridgeway
Consulting Engineer.....McIntosh & Inglis

WGR

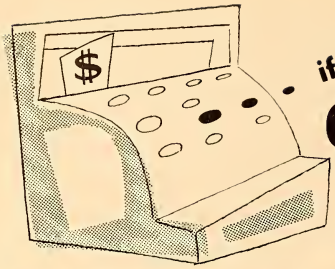
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Transmitter Location .....Hamburg
Air Time.....5:50 a.m.-1:05 a.m.
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsberry
Comm. Mgr. (National spot).....F. R. Greene
Commercial Manager (Local).....Nat Cohen
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl
Production Director.....Ray F. Wander, Jr.
Chief Announcer.....Allan Lewis
News Director.....David Getman
Musical Director.....David Cheskin
Chief Engineer.....K. B. Hoffman
Consulting Engineer.....George C. Davis

WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone Number.....MO 1200
Trans. Location..Dorance St., W. Seneca, N. Y.
News Service.....INS, UP
Representative ..... Forjoe
Owner .....Leon Wyszatycki
Sta. Gen. Mgr.....Ted Wyszatycki
Commercial Manager.....James C. McKinney
Sales Promotion Manager.....Cass Casey
Program Director.....Joe A. Rico
Production Director.....Fred Klestine
News Director.....Frank Frederick
Musical Director.....Trudy Peeples
Chief Engineer.....Frank Saj



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Cash Register Results

then you need

WKBW

BEST BUY in the BUFFALO MARKET

- **IF you want to sell merchandise in the rich Buffalo and 7-county Western New York market, WKBW should be your first choice . . .**

first in . . .

POWER WKBW is 10 times more powerful than any other Buffalo station.

COVERAGE WKBW serves the rich seven-county Western New York market in which live 1,316,834 people, who work for and spend hundreds of millions of dollars a year, practically under the WKBW transmitter towers.

PROGRAMS WKBW's strong line-up of local and basic ABC programs is tailored for the listener and the sponsor.

MERCHANDISING WKBW maintains an alert merchandising department that — day in and day out — promotes the station, its programs, its advertisers and its advertisers' products.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President and Manager

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone Number.....Grant 5101
Transmitter Location..Big Three Rd., Hamburg
Air Time.....5:30 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President, General Mgr....Clinton H. Churchill
Asst. to Pres.....Roger M. Baker
Sales Promotion.....Alfred E. Anscombe
Program Director.....Irving Haag
Musical Director.....Jerry Davidson
News Director.....Hugh Shannon
Chief Engineer.....Leroy Fiedler
Farm Editor.....Wally Waggoner

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Trans. Loc..1515 Niagara Falls Blvd., Amherst
Phone Number.....AMherst 1160
News Service .....AP
Transcription Service.....Associated
Station Representative.....Wm. G. Rambeau
General Manager.....Thaddeus Podbielniak
Commercial Manager.....Robert Bartemus
Sales Prom. Mgr.....Burton W. Flanders
Program Director.....James J. Frieling
Chief Engineer.....Roger W. Fleming
Consulting Engr.....Edwin R. Sanders

WCBA

CORNING—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned-Operated By
Corning Wellsboro Broad. Adv. Inc.
Address.....English-Keenan Bldg.
Phone Number 2608
Transmitter Location.....Caton Rd.
News Service .....UP
Transcription Service....Lang-Worth, Capital
Representative .....McGillvra, Inc.
Pres., Gen. Mgr.....Paul E. Carpenter
Station Manager.....Paul E. Carpenter
Program Director.....Harry Lee

WCLI

CORNING—1950—ABC

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Elmira-Corning Bcstg.
Address.....114 Walnut St.
Phone Number 6-4651
Representative .....Meeker
Transcription Service .....Associated
News Service .....AP
President.....W. A. Underhill
General Manager.....Walter Valerius
Commercial Manager.....Gordon Jenkins
Program Director.....C. Ronald Graham
Chief Engineer.....Allen N. Bell

WKRT

CORTLAND—1947

Frequency: 920 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By.....Radio Cortland, Inc.
Business Studio Address.....27 N. Main St.
Phone Number 2990
Transmitter Location .....Cortlandville-Virgil
Air Time .....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
President.....Leighton A. Hope
Commercial Manager.....Keith W. Horton
Program Dir.....William J. Griffiths
Chief Engineer.....William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone Number 7756-7-8
Transmitter Location.....Willow Rd.
Air Time.....6:00 a.m.-1:00 a.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth, World
Membership .....NARTB, BAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....Paul Rinehardt
Program Director.....Robert Gifford
Chief Engineer.....George Smith
Consulting Engr. .....Russell-May

WELM

ELMIRA—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Corning Leader, Inc.
Business-Studio Address.....222 E. Market St.
Phone Number.....Elmira 2-1400
Transmitter Location.....Grand Central Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
President.....W. Allen Underhill
Sta. Gen. Manager.....Walter Valerius
Comm.-Sales Prom. Mgr..Claude R. Snyder, Jr.
Prog.-Prod. Dir.....Kenneth C. Powell
Chief Engineer.....Allen Bell
Consulting Engineer.....Commercial Radio

the WHLI long island story

BEST BUY

for Long Island's Major Market!

BIGGEST AUDIENCE

WHLI is the Number 1 station daytime in Long Island's Nassau County — where 672,765 people spend $722,640,000 a year in retail sales — $214,136,000 in food store sales.

LOWEST COST

No other station — network or even combination of independents — delivers as many listeners during the day in this fabulous market, and at such low cost per thousand actually listening, as does WHLI.

STRONG LOCAL PROGRAMMING

No other station caters to Long Island the way WHLI does through an out-and-out local programming job. Our programs earn cherished national awards for "responsibility to the community".

REPRESENTED BY RAMBEAU

Data Sources:—
Market: U. S. Census, 1950
Sales Management, 1951
Ratings: Conlan — 1951

WHLI

AM 1100
FM 98.3

the voice of long island

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY
President and General Mgr.

WENY

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number 5181
Transmitter Location.....Milton St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Everett & McKinney
Membership .....NARTB, BAB
General Manager.....Dale L. Taylor
Sales Manager.....Phil Cameron
Production Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-1400
Transmitter Location.....215 Bedell St.
Air Time.....7 a.m.-12 m.
News Service .....AP
Transcription Service .....Lang-Worth
Gen., Sta. Mgr.....Harry H. Carman
Commercial Manager.....Muray Evans
Production Director.....Theodore J. Austin
Program Director.....A. Cheesman
Publicity Director.....Marjorie Greto
Chief Engineer.....Robert Milos

WOSC

FULTON—1949—LBS

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cassil Radio Corp.
Address.....118 Oneida St.
Phone Number 2-2255
Transmitter Location.....Town of Granby
Air Time.....Sunrise to Sunset only
News Service .....UP
Transcription Service .....Lang-Worth
Station Representative .....Devney
President.....Harold W. Cassill
General Manager.....H. Harrison Flint
Program Director.....Robert Fitzgerald
Production Director.....Edward Kuppe
Chief Engineer.....Richard Horan

WGVA

GENEVA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone Number 6691
Transmitter Location.....Lennox Park
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Representative .....Cooke
Transcription Service.....Standard
President.....M. R. Forman
V.P., Comm., Gen. Mgr.....Thomas L. Brown
Program Director.....Alex Lamutis
Chief Engineer.....R. Carleton Greene
Consulting Engr.....Lohnes & Culver

WWSC

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone Number 2-6518
Transmitter Location.....Dix Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Station Representative...Everet-McKinney Inc.
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Martin R. Karig
Program Director.....Carl W. Mattinson
Commercial Manager.....Alfred A. Brown
Chief Announcer.....Shel Bullock
Chief Engineer.....Joseph Thomas
Consulting Engineer .....Gautney & Ray

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
Transmitter Location.....470 Milburn Ave.
News Service .....UP
Transcription Service.....Associated, World, Thesaurus
President, Gen. Mgr.....Elias I. Godofsky
Exec. V.P., Station Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
News Director.....Jerome J. Karpf, Jr.
Production-Musical Dir.....Roger Wayne
Publicity Director.....Arthur E. Paterson, Jr.
V.P., Chief Engineer.....Frank E. Knaack
Farm Editor.....Jerry Carr

WLEA

HORNELL—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....P. O. Box 60
Phone Number 1420
Transmitter Location.....Ashbaugh Hill
News Service .....UP
Transcription Service .....Capitol
Representative .....Everett-McKinney
President.....Maxwell V. McCarthy
Gen., Sta. Manager.....Donald L. Sellers
Commercial Manager.....Harold McEvoy
Program Director .....Mike Ryan
Chief Engineer.....Richard Cook

WWHG
HORNELL—1946

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
Transmitter Location .....Hornellsville
News Service .....AP
Transcription Service .....World, Associated
Representative .....McGillvra
General Manager .....Louis G. Buisch
Station Manager.....Donald J. Curran
Commercial Manager.....Sheffield Davis
Production Director .....Eddie Spoo
News Director.....Edward Murphy
Chief Engineer .....James Gram

WHUC
HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Trans. Address .....Union Turnpike
News Service .....UP
Transcription Service .....World
Representative.....G. J. Kramer
Membership .....BAB
Gen. Station Manager.....John Kearney
Comm., Prom. Manager.....Robert Strakos
Prog., Prod. Director.....James F. McDonough
Chief Announcer.....Wink Hart
News Director.....Robert France
Chief Engineer .....James F. McDonough

WGSM
HUNTINGTON—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Huntington-Montauk Bcstg. Co., Inc.
Address.....237 Main St.
Phone Number 46740
News Service .....UP
Transcription Service .....Thesaurus
President.....Byron T. Sammis
Gen., Comm. Mgr.....Edward J. Fitzgerald
Pgm., Farm Director.....James L. McGrath
Promotion Manager.....Don MacLachlan
Chief Engineer.....Perley Tribou

WHCU
ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 4-6301
Transmitter Location.....R. D. No. 2, Freeville
Air Time .....Sunrise-sunset

300,000
SUFFOLK BUYERS
NOT COVERED OR CLAIMED
BY ANY OTHER ADVERTISING MEDIUM

PLUS + NASSAU POPULATION 701,600
PLUS + WESTCHESTER POPULATION 624,200
PLUS + FAIRFIELD, CONN. POPULATION 505,300
PLUS + NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the 3 billion dollar World's Greatest Suburban Market

AND ONLY WGSM

REACHES THEM
1000 WATTS
at the best spot on the dial

HUNTINGTON, NEW YORK

News Service ..... UP
Transcription Service.... Standard, Associated
Membership ..... NARTB
General Manager..... Michael R. Hanna
Commercial Manager ..... Earl S. Cobey
Ass't Mgr. Chg. Prod. ..... Joseph A. Short
Chief Engineer..... Norman R. Hoffman
Consulting Engr. ..... McLean, Smith, Credle

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc..... Power: 250 Watts d.
Owned-Operated By..... Air Waves, Inc.
Trans.-Bus.-Studio Address... 415 W. Fourth St.
Phone Number 5-108
Air Time ..... 5:55 a.m.-12 M.
News Service ..... AP
Representative ..... McGillvra
Pres.-Gen., Chf. Engr..... Harry E. Layman
Commercial Manager..... Harold P. Kane
Program Director..... Jerry Lawson

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By.... James Bcstg. Co., Inc.
Bus.-Studio Address..... Hotel Jamestown
Phone Number 7-151
Transmitter Location.... Jones & Gifford Aves.
Air Time..... 6 a.m.-M.
News Service ..... UP
Transcription Service... Associated, McGregor
Representative..... William G. Rambeau
Membership ..... NARTB, BAB
President..... Jay E. Mason
Gen.-Sta.-Comm. ..... Simon Goldman
Publicity Dir..... Jess Price
Music, Pgm. Dir..... George Pfleeger
Production Director..... Jim Gardner
Chief Engineer..... Harold J. Kratzert
Chief Engineer ..... Jaucky & Bailey

WENT

JOHNSTOWN—GLOVERSVILLE
1944—CBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Sacandaga Bcstg. Corp.
Business-Studio Address..... 8 W. Fulton St.
Phone Number 4-7175
Transmitter Location..... Harrison St.
Air Time..... 6:30 a.m.-12:05 a.m.
News Service ..... UP
Transcription Service ..... Thesaurus
President ..... George Bissell
Sta., Gen. Mgr..... Kolin Hager
Commercial Manager..... Jack Charles
Pgm. Dir., Chief Anncr..... Clem Cooper
Chief Engineer..... Richard Stewart

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Kingston Bcstg. Corp.
Business-Studio Address..... 601 Broadway
Phone Number..... Kingston 4500
Transmitter..... Plainfield St., Ulster Township
Air Time..... 6:45 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... World
Representative ..... Meeker
President..... Joseph K. Close
General-Station Mgr..... Robert M. Peebes
Program Director..... Edward R. Eckert
Chief Engineer..... Joseph McNelis

WVOS

LIBERTY—1947—LBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By... Sullivan County Bcstg. Co.
Business Address..... P. O. Box 156
Phone Number ..... 1680-1, Monticello 869
Air Time ..... 6:58 a.m.-12 M.
News Service ..... UP
Pres., Gen., Sta. Mgr..... S. D. Lubin
Commercial Manager..... H. G. Borwick
Program Director..... Al Turk
Chief Announcer..... B. Orr
News Director..... P. Bergin
Chief Engineer ..... Vincent Gabriele

WUSJ

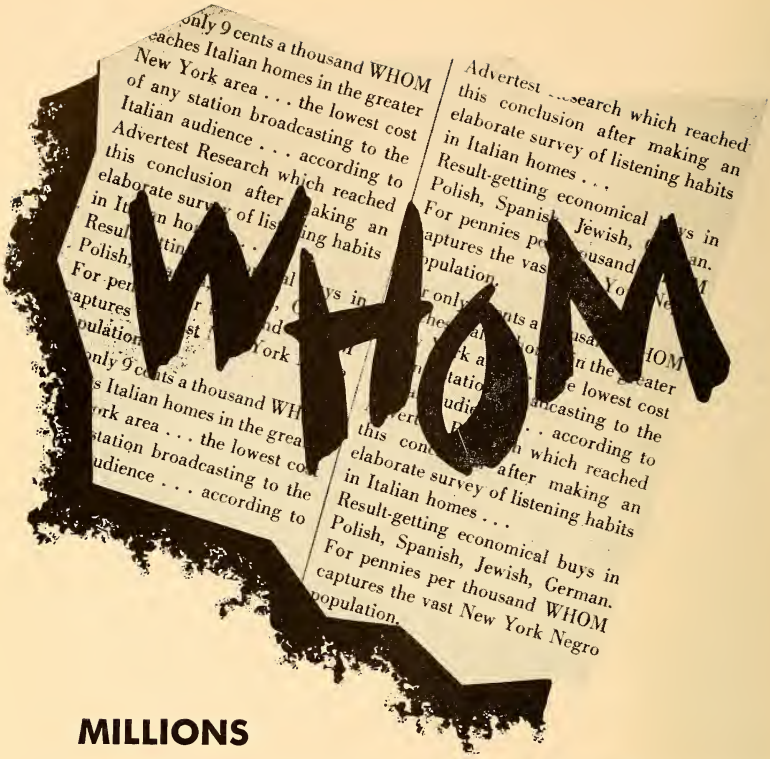
LOCKPORT—1948

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Union-Sun & Journal, Inc.
Trans.-Address ..... 320 Michigan St.
Phone Number 3-5944
Air Time ..... 7 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Joseph H. McGillvra, Inc.
Membership ..... NARTB, BAB
President ..... Egbert D. Corson
Station Manager ..... Jack Gelzer
Publicity Director..... Carolyn Corson
Chief Engineer ..... Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper By..... North Country Bcstg. Co.
Trans.-Address ..... 65 Woodward St.
Phone Number 187
Air Time ..... 7 a.m.-11:15 p.m.
News Service ..... UP
Pres., Gen. Sta. Mgr..... Mitchell C. Tackley
Commercial Manager..... Alice M. Tackley
Program Director..... Donald J. Paye
Chief Announcer..... John Flynn
News Director..... John Flynn
Chief Engineer..... Adolf F. Stromer



MILLIONS

of impressions at a few cents a thousand

For only 9 cents a thousand WHOM reaches Italian homes in the greater New York area . . . the lowest cost of any station broadcasting to the Italian radio audience. . . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes. . . .

WHOM 1480 on your dial • 5000 watts

AM • FM *The Il Progresso Station*

136 W. 52 ST. N. Y. 19 • CIrcle 6-3900

WMSA

MASSENA—1945—ABC-RRN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number 990
Studio-Transmitter Location.....So. Main St.
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NARTB, BAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station-Comm. Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....Michael Tarkulich
Consulting Engineer.....George Davis

WALL

MIDDLETOWN—1942

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone Number 3119
Air Time.....6:45 a.m.-10 p.m.
News Service .....AP
Pres., General Manager.....James M. Patt
Commercial Manager.....E. C. Winkler
Program Director .....George Shepard
News Director .....Charley Zaines
Chief Engineer.....Charles B. Lissner

WGNY

NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....WGNY Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number 4600
Transmitter Location.....Cochecton Turnpike
News Service .....UP
Transcription Service .....Standard
President.....M. C. Speidel
General Manager.....George W. Bingham
Commercial Manager.....Joseph Rake
Program Director.....Richard Crans
Chief Engineer.....Marvin S. Seimes

WGNR

NEW ROCHELLE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By..New Rochelle Bcstg. Service
Address .....524 North Ave.
Phone Number 6-1460
Transcription Service .....Lang-Worth
News Service .....UP
Pres., Gen. Mgr.....Julian H. Gins
Commercial Manager.....Carl Calman
Sales Prom Mgr.....Fred Gardner
Chief Engineer.....Peter Fetridge
Consulting Engr.....McIntosh & Inglis

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative .....King
Membership .....NARTB
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Program Director.....Edward Ervin
Production Director.....Frank Johnson
Musical Director.....Ed Michaelson
Consulting Engineer.....McNary & Wrathal

WCBS

NEW YORK—1924—CBS RADIO

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter....Columbia Island, New Rochelle
Air Time .....Unlimited
News Service.....AP, INS, UP
Representative.....CBS Radio Spot Sales
Membership .....BAB
President of CBS.....Frank Stanton
Gen.-Sta. Mgr.....Carl Ward
Sales Manager.....Don Miller
Asst. Sales Mgr.....William P. Dix, Jr.
Sales Prom. Mgr.....Don Foley
Program Director.....Sam Slate
Production Director.....D. Gordon Graham
Publicity Director.....Margaret Kennedy

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Il Progresso Italo-Americano Publishing Co.
Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
Studio Addresses..136 W. 52nd St., New York.
Transmitter Location....Ridgefield Park, N. J.
Air Time.....6 a.m.-2 a.m.
President, Gen. Mgr. .....Fortune Pope
V.P., Chge. Sales, Prom.....Charles Baltin
Program Director .....Ralph Constantino
Publicity Director .....Dan Alfieri
Musical Director.....Michael Rosco
Chief Engineer.....George Steiger

WINS
50,000 watts in the world's richest market, new york
crosley broadcasting corporation

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
Transmitter Location .....Maspeth, L. I.
News Service .....AP
President .....Adolph Held
Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslowsky
Chief Engineer.....Charles Brown
Consulting Engineer....Raymond N. Wilmotte

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.: 10,000 Watts n.
Owned-Operated By.....Crosley Bcstg. Corp.
Bus.-Studio Address....Crosley Sq., Cincinnati
Transmitter Location.....Lyndhurst, N. J.
Air Time.....6 a.m.-3 a.m.
News Service.....INS, UP
Representative .....WLW Sales Tracy Moore
Transcription Service .....Associated
Membership .....NARTB
President.....Robert E. Dunville
Asst. Gen. Mgr., Pgm. Dir.....Joe Besch
Business Manager.....Harry G. Kirwan
Sales Manager.....Roy Holmes
General-Station Manager.....Harry Folts
Publicity Director .....Dick Winters
News Director.....Charles Hall
Chief Engineer.....Paul von Kunitz
Consulting Engineer.....Weldon & Carr

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....30 Rockefeller Plaza
Phone Number.....SU 7-5000
Transmitter Location.....Lodi, N. J.
Air Time .....24 hours
Representative.....ABC Spot Sales
President .....Robert E. Kintner
General Manager.....William M. Materne
Commercial Manager.....Earl Salmon
Sales Promotion Manager ....Phillip Bernstein
Program Mgr.....Ray Diaz
Publicity Director.....Arthur Donegan
News Director .....Thomas Velotta
Chief Engineer.....William Trevarthen
Farm Editor.....Philip Alampi

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Transmitter Location.....Kearny, N. J.
Air Time .....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....World
Representative.....AM Radio Sales
President .....Nathan Straus
V.P. & Gen. Mgr.....M. M. Fleischl
V.P. & Program Director.....Leon Goldstein
Sales Mgr.....John J. McSweeney
Chief Announcer.....Alun Williams
Musical Director.....Lou Wacks
Chief Engineer.....James McCafferty
Consulting Engineer .....E. C. Page

WMGM

NEW YORK—1922—LBS

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
Transmitter Location.....E. Rutherford, N. J.
Air Time.....6 a.m.-4 a.m.

5000 WATTS
1330 K.C.

WEVD

ENGLISH
JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area.

Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield *Managing Director*
117-119 West 46th Street, New York 19

The Only Station Serving New York's *One Million Negroes* and *2,500,000 English-Speaking Jewish-Americans*

With studios in Harlem's famed Hotel Theresa

Listened to by greatest number of Negro families

Inaugurating Anglo-Jewish programs (in English)

Broadcasting to biggest specialty audience in U. S.

1190 kc.

WRITE: Copy 1952 Survey of Metropolitan New York Negro Market

WLIB 207 East 30th Street New York 16, N. Y.

HARRY NOVIK, *General Manager* Tel.: ORegon 9-2720

News Service.....AP, UP
Representative .....Radio Reps.
Director.....Bertram Lebhar, Jr.
General Manager.....Frank Roehrenbeck
Sales Manager.....Arthur M. Tolchin
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Supvr. of Ann.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone Number.....ORegon 9-2720
Transmitter Location..180 Morgan Ave., Bklyn.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Associated
President .....Morris S. Novik
General Manager.....Harry Novik
Program Director.....Jack Kuney
Publicity Director.....Mike Jablons
Chief Engineer .....John J. Bubbers

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
President..... Joseph H. McConnell
General Manager.....Ted Cott
Sales Mgr.....William Rich
Promotion Manager.....Jay Smolin
Adv. & Prom. Mgr.....Wini Schaefer
Program Director.....John Grogan
Publicity Director .....Phil Dean
Chief Engineer.....O. B. Hanson

The Red Cross Needs

Your Unstinting Assistance

GIVE!

GREATER NEW YORK'S

FAVORITE STATION FOR

MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Early in '52 — 50,000 watts!

WNEW

NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time .....24 Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
President.....William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Promotion Manager.....Kenneth Klein
Production Manager .....Milton Slater
Program Dir.....William Kaland
Publicity Director.....Alan E. Brandt
Chief Announcr., News Dir.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....Carteret, N. J.
Air Time .....23 Hours
News Service .....AP, UP
Transcription Service .....Associated
Representative.....Keenan & Eickelberg, Kettell & Carter
Membership.....NARTB, BAB
President.....Theodore C. Streibert
V.P. in Chg. of Sales.....R. C. Maddux
V.P. in Chg. Pgms.....Julius F. Seeback, Jr.
V.P. Chge of Engr.....J. R. Poppele
Sales Prom. Mgr.....Joseph Creamer
Publicity Director.....Robert Blake
Dir. of News.....Dave Driscoll
Musical Director.....Sylvan Levin

(*See Page* 304)

AP SELLS

For Stations and Sponsors—

For instance . . . WSNY

"We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result . . . a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years . . . all in the face of strong competition."

WINSLOW LEIGHTON,
President,
WSNY, Schenectady, New York

THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV. Put it on *all* your New York schedules!

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

National Representative:
John E. Pearson Co.

* The sign says "Pedestrian Crossing"

730 Fifth Ave., New York 19

Rome Studios: Via di Porta Pinciana 4

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time .....21 hrs.
News Service .....AP

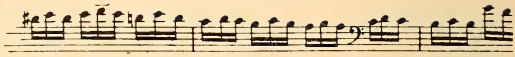
Transcription Service Standard....MacGregor
Representative .....Pearson
General Manager.....Ralph N. Weil
Sales Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Ruth Thompson
Production Director.....Giorgio Padovani
Musical Director.....Dick Dia
Chief Engineer.....Emile Hill

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS
☆
PUBLICATIONS
☆
ORGANIZATIONS
☆
TALENT AGENCIES
☆
FM RADIO STATIONS
☆
AM RADIO STATIONS
☆
NEWS ASSOCIATIONS
☆
TELEVISION STATIONS
☆
PROGRAM PRODUCERS
☆
RECORDING COMPANIES
☆
ADVERTISING AGENCIES
☆
TRANSCRIPTION COMPANIES
☆
STATION REPRESENTATIVES

THERE IS



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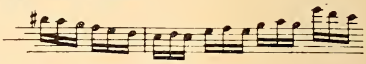
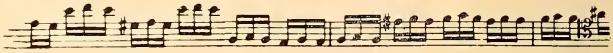


FOR THE GOOD MUSIC



OF WQXR

The Radio Station of The New York Times, Times Square, New York 18, N. Y.
Represented nationally by Paul H. Raymer Co.

WQXR

NEW YORK—1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone Number.....LA. 4-1100
Transmitter Location.....Maspeth, L. I.
Air Time.....6:30 a.m.-1 a.m.
News Service.....N. Y. Times
Transcription Service .....Associated
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Station Mgr.....James Kovach
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Chief Announcer.....Albert A. Grobe
Publicity Director.....Eleanore "Pat" Hurley
Musical Director.....Abram Chasins
Chief Engineer.....L. J. Kleinklaus
Consulting Engineer.....John V. L. Hogan

WHLD

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc....Power: 46000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number 8421
Transmitter Location.....Grand Island
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Standard, Associated
Representative .....Headley-Reed
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Tony Allen
Chief Engineer.....Robert Wilson
Consulting Engr.....Russell May

WJJL

NIAGARA FALLS—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....John J. Laux
Phone Number 5266
Transmitter Location.....New Rd.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....SESAC
Representative .....Grant
Owner.....John J. Laux
Prom., Sta. Mgr.....Tom W. Talbot
Commercial Manager.....Terry Milan
Program Director.....Louise Hamrick
Chief Engineer.....Gustav Czaplak
Consulting Engineer .....George Davis

WSLB

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address .....Ogdensburg
Phone Number 500
Studio-Transmitter Location.....2315 Knox St.
News Service .....UP
President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL

OLEAN—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number 4149
Air Time.....6:45 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Everett & McKinney
Membership .....NARTB, BAB
President.....E. B. Fitzpatrick
General-Station Mgr.....John R. Henzel
Commercial Manager.....Donald Merriman
Sales Promotion Manager.....Joseph K. Eade
Publicity Director.....Anne L. Anstaett
News Director.....Carroll Anstaett
Chief Engineer.....Otis Atherton
Consulting Engr.....Bernard O'Brien

WDOS

ONEONTA—1947—MBS

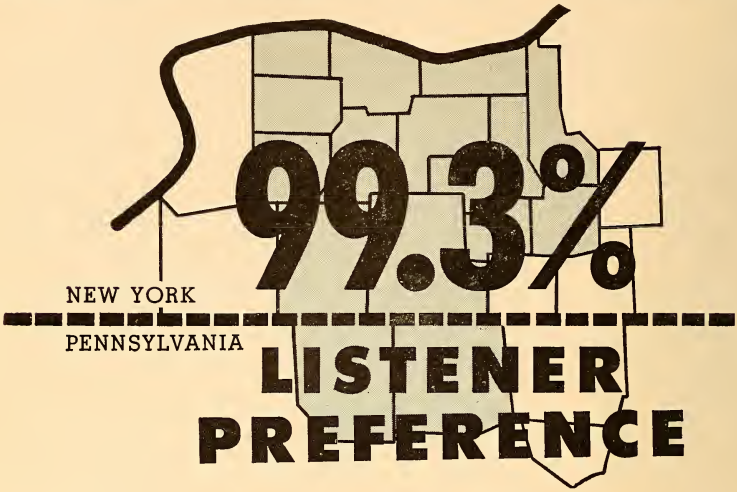
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Oneonta Star, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone Number 2470
Transmitter Location.....So. Side
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Eugene J. Brown
Managing Director.....Francis H. Brinkley
Station Manager.....Ernest F. Oliver
Prom. Mgr., Pub. Dir.....Dennis J. Sullivan
Program Director.....Charles Hobart
Chief Engineer.....Wiley Bates
Consulting Engineer .....Jansky & Bailey

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Key Bdcstg. System Inc.
Phone Number .....Oyster Bay 6-2500;
Transmitter Location .....Battery Park
News Service .....UP

HOW MUCH CLOSER TO 100% CAN YOU GET!



ON ONE STATION

PULSE has just completed its first audience measurement of 17 Western New York counties . . . Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429
WHAM is TIED for FIRST in 2
WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy *one* station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson Station

Basic NBC — 50,000 watts — clear channel — 1180 kc

Transcription Service .....MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth
Commercial Manager.....Harry Minkoff
Program Director.....Joan Bennett

WALK

PATCHOGUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....24 E. Main St.
Phone Number 408
General Manager.....Nils E. Segerdahl
Commercial Manager.....Walter S. Bates
Program Director.....Jack Ellsworth
Chief Engineer.....Walter Luce

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Patchogue Bcstg. Co.

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Trans. Address.....Radio Terrace
Phone Number 7-2454
Air Time.....6:45 a.m.-6:45 p.m.
News Service .....UP
Transcription Service.....World
Membership .....NARTB
Pres., Chief Engineer....Peter C. Housekeeper
Gen., Sta. Mgr.....Irving E. Cottrell
Sales Promotion Mgr.....Francis Lough
Consulting Engineer .....Paul Godley

WEAV

PLATTSBURG—1934—ABC-LBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone Number 1600
Transmitter Location.....Lake Shore Rd.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Langworth
Representative.....Gill-Keefe & Perna
Membership .....NARTB, BAB
President, Sta. Mgr.....George F. Bissell
Ass't. Sta. Comm. Mgr.....Jan King
Program Director.....Frank Allen
Production Director.....Glenda Huffman
Publicity Director.....Claire Norris
Chief Engineer.....Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
Phone Number 2800
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....W. S. Grant Co., Inc.
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Sales Prom. Mgr., News Dir...Martin D. Mannix
Chief Engineer .....John M. Nazak

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number 8300
Transmitter Location.....Pendell Road
News Service .....UP
Transcription Service .....World
Representative.....Devney & Co.
Comm., Gen. Mgr.....Arthur J. Barry, Jr.
Program Director.....Harold Hennig
Chief Engineer.....John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dutchess County
Broadcasting Corp.
Business-Studio Address.....Nelson House
Phone Number 6800
Transmitter Location.....Nelson House
Air Time .....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
President.....George W. Bingham
Sec.-Treas.....Mabel Shroyer Meurer
V.P. of Sales.....Richard A. Dwelley
V.P. of Pgm.....John Kuhn
V.P. of Engr.....Marvin S. Seimes

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Transmitter Location .....Chili
Air Time.....5:15 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
V.P., Gen. Mgr. .....William Fay
Commercial Manager ...John W. Kennedy, Jr.

30 Years of Leadership

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.**

WGY

50,000 Watts

REPRESENTED

NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION

SCHENECTADY, N. Y.

Program Director.....Charles W. Siverson
Production Director.....Sylvester Novelli
Publicity Director.....Armin N. Bender
Chief Announcer.....Robert Turner
News Director .....David E. Kessler
Chief Engineer.....Kenneth Gardner
Farm Editor .....George Haefner

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....HAmilton 8920
Transmitter Location ....2670 So. Clinton Ave.
Air Time ..... 24 Hours
News Service .....AP
Transcription Service.....RCA, Thesaurus
Representative ..... Raymer
President, Gen. Mgr.....S. W. Townsend
Station Manager.....Fred R. Ripley
Commercial Manager.....George Schautz
Program Director.....Edward Merritt, Jr.
Publicity Director.....Bebe Grau
Chief Engineer.....Robert Emch
Consulting Engineer ...Chambers & Garrison

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 N. Winton Rd.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett McKinney
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager....Le Moine C. Wheeler
Pgm., Prom. Dir.....William J. Adams
Production Director.....L. H. MacMillan
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947—LBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
News Service .....AP
Representative .....Forjoe
President .....George B. Kelly
Gen., Sta. Mgr. .....W. Eccles Huff
Production Director.....Russell A. Browne
News Director.....Robert Barager
Chief Engineer .....Kenneth Henderson
Farm Editor.....Harry Russell

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time .....Unlimited
News Service .....INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill
Commercial Manager.....Russell K. Schmidt

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Veterans Bdcstg. Inc.
Address .....17 Clinton Ave So.
Phone Number ..... HAmilton 4820
Transmitter Location.....Westfall Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....The Bolling Co., Inc.
Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke
Commercial Manager.....Elmer J. Walz
Sales Prom. Manager ..Arthur Murrellwright
Program Director .....Paul C. Louther
Production Director.....F. Chase Taylor
Chief Announcer .....Bob Trebor
News Director .....David Roberts
Musical Director.....Patricia Perkins
Consulting Engineer.....John Creutz

WKAL

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Phone Number 3616-7
Transmitter Location.....Muck Rd. & Jay St.,
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke, Inc.
President.....Myron J. Kallet
General Manager.....Charles King
Commercial Manager .....Joseph Trela
Program Director .....Louis Barile
Sales Prom. Mgr.....George Bolton
Production Director.....Rick Morgan
Chief Engineer.....James Delaney
Consulting Engineer.....George Adair

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.

Phone Number 1320
Transmitter Location.....Merrill St.
Air Time .....7:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Langworth
Representative.....Thomas F. Clark
Membership .....NARTB
Pres., Gen. Mgr.....Jacques DeMattos
Program Dir. Chief Ann.....Ray Turner
Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number 7-2261
Transmitter Location.....R. D. No. 5
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus, World
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
V.P., Pub. Rel.....Chester H. Lang
Asst. Mgr. of Bcstg.....B. J. Rowan
Station Manager .....R. B. Hanna
Asst. Station Mgr.....R. W. Welpott
Supervisor of Sales .....Robert F. Reid
Supervisor of Prod.....Earle Pudney
Spvr. Prom., Pub.....George L. Peck
Spvr. of News.....W. T. Meenam
Spvr. of Music.....A. O. Coggeshall
Spvr. of Programs.....Caleb Paine
Chief Engineer.....W. J. Purcell
Supervisor of Farm Bcstg. ....Merl L. Galusha

(*See Page* 550)

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Phone Number 3-3622
Transmitter Location.....Campbell Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
Membership .....BAB
President, Gen. Mgr.....Winslow Leighton
Comm., Sls. Prom. Mgr.....Thomas Seeley
Chief Annor., News Dir.....Robert Wallace
Chief Engineer.....Irving P. Beck

WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WAGE, Inc.
Business-Studio Address.....Loew Bldg.
Phone Number 2-0277
Transmitter Location.....626 Liverpool Rd.,
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....O. L. Taylor
Membership .....NARTB, BAB
President.....Frank G. Revoir
General-Station Manager.....Doug Johnson
Commercial Manager.....F. I. Geiger
Sales Prom. Mgr.....Ed. O'Connor
Program Director.....George Drisko
News Director.....Joe Cummiskey
Chief Engineer.....Donald F. Langham
Consulting Engineer.....A. Earl Cullum

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg.
Bus.-Studio Address.....433 S. Warren St.
Phone Number 2-1147
Transmitter Location .....Collamer
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Oscar F. Soule
General Manager.....Samuel Woodworth
Commercial Mgr.....Charles Phillips
Sls. Prom. Mgr., Pub. Dir.....Hendrick Soule
Pgm., Prod. Mgr.....Raymond Gantter
News Director.....Raymond Krise
Chief Engineer.....James Kelly
Consulting Engineer.....Jansky & Bailey

WNDR

SYRACUSE—1947—MBS-LBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....306 So. Salina St.
Phone Number 2-6101
Transmitter Location .....Dewitt
News Service .....AP
Transcription Service.....World, SESAC
Representative ..... Rambeau
General Manager .....Arthur C. Kyle, Jr.
Assistant Treasurer.....Neldon L. Kidd
V.P., Comm. Mgr.....Franklin H. Small
Program Director.....Eric Fields
Chief Engineer .....Robert Dye

WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Business-Studio Address.....Onondaga Hotel
Phone Number 2-7211
Transmitter Location.....Kirkpatrick & Van Renselear Sts.
Air Time .....6 a.m.-2 a.m.
News Service .....AP

Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Musical Director.....Norman Meservey
Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Business-Studio Address.....Kemper Bldg.
Phone Number 3-7111
Transmitter Location.....Valley Dr.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Harry C. Wilder
V.P. & Gen. Mgr.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Sales Prom. Mgr.....Caley Augustine
Program Director.....Bill Rothrum
Chief Announcer.....Elliott Gove
News Director .....Fred Hillegas
Chief Engineer .....A. G. Belle Isle
Consulting Engineer.Craven, Lohnes & Culver

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone No. ....Albany 4-2500, Ashley 4-1100
Transmitter Location .....Niskayuna
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representtaive .....Headley-Reed
Membership .....NARTB, BAB
President.....H. C. Wilder
General Manager.....W. W. Carter
Commercial Manager .....J. W. Sutphen
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
Program-Musical Dir.....Randolph English
News Director .....John J. Givney
Chief Engineer.....A. H. Chismark
Consulting Engr. ..Craven, Lohnes & Culver

WGAT

UTICA—1947—LBS

Frequency: 1310 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Central Bcstg. Co.
Phone Number 2-9231
Bus.-Studio Add., Trans. Loc.....Kellogg Rd., New Hartford
Air Time .....7 a.m.-11:30 p.m.
News Service .....AP
Representative ..... Meeker
Pres., Gen. Mgr.....J. Eric Williams
Comm., Prom. Mgr. .....Roland L. Fowler
Chief Engineer.....Hans W. Winkler
Consulting Engineer .....Selliman & Barclay

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address .....First Bank Bldg.
Phone Number 2-2101
Transmitter Location .....Whitestone
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Reps. .....Colton, Bannan, Biddick
Membership .....NARTB, BAB
Pres., Gen. Mgr. ...Mrs. Margaret B. Stevens
V.P., Sta. Mgr., Pgm. Dir. .....Elliott Stewart
Production Director ....Betty Cushing Griffin
Publicity Director.....Nathan W. Cook
V.P., Secretary .....Gladys P. Moore
Chief Engineer .....John T. Dowdell

WRUN

UTICA—1947—ABC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesee St.
Phone Number 2-5111
Transmitter Location .....Oriskany
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Avery-Knodel
President.....Bradley C. Barnard
General Manager.....Fritz S. Updike
Station Manager .....Richard A. Clark
Sales Prom. Mgr.....Margaret Barnard
Transmitter Supervisor.....George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg. Corp.
Address .....Route 206
Phone Number 1270
News Service .....UP
President.....E. Ogden Bush
Gen., Comm. Mgr.....Arthur L. Cooper
Sta. Mgr., Pgm., Prom. Dir.....H. C. Fisher
Chief Engineer.....Gene Robinson

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.

Bus.-Studio Location.....118 Washington St.
Phone Number 2424
Air Time.....7 a.m.-12:15 a.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr.....G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Business-Studio Address.....Public Square
Phone Number 4120
Transmitter Location.....Ives St. Rd.
News Service .....UP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NARTB, BAB
President.....John B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....8 Church St.
Phone Number.....White Plains 9-6400
Transmitter Location....Secor Rd., Greenburgh
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz

OUR 21st YEAR . . .

Serving Westchester . . . a retail market of nearly $¾ billion!

And year by year, the WFAS share-of-audience keeps climbing.

Ask for current surveys. They're *really* interesting!

WFAS and WFAS-FM

8 Church Street

White Plains, N. Y.

Represented by

Headley-Reed Company

New York, N. Y.

WWRL

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone Number.....Newtown 9-3300
Transmitter Location.....Secaucus, N. J.
News Service .....AP
Transcription Service .....Associated
President.....W. H. Reuman
Station Manager.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Prom., News Dir.....Fred Barr
Chief Engineer.....Benton R. Bartlett

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest Market at the Lowest Cost

• • •

Tops in New York for Spanish — German Czechoslovakian and the Negro Market

• • •

1600 Kc NEwtown 9-3300

NORTH CAROLINA

Pop. April 1, 1952 (Est.) 4,214,000—Total Housing Units 1,059,335
Families April 1, 1952 (Est.) 1,020,000—Stations in State 97

WRCS

AHOSKIE—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address .....Ahoskie
Phone Number 333
Studio-Transmitter Location..Ahoskie-Aulander Hway. (N. C. 350)
News Service .....UP
Transcription Service .....World
President.....Charles H. Jenkins
Gen., Comm. Mgr.....P. G. Sewell
Program Director.....Johnny Palmer
News Director.....Burt Derman
Chief Engineer.....John M. Sherwood

WABZ

ALBEMARLE—1947—KBS-LBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Phone Number 1100
Transmitter Address..3 Mi. N. City, Hiway 52
News Service .....UP
Representative .....Devney, Dodson
President.....M. M. Palmer
General Manager .....W. J. Page
Commercial Mgr.....C. H. Shankle
Program Dir.....J. T. Newman
Chief Engineer .....J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number 2187
Transmitter Location.....Oakie Mt.
Air Time.....5 a.m.-sunset
News Service .....UP
Transcription Service .....Associated
President .....Roy Cox
Gen., Sta. Mgr.....J. R. Marlowe
Comm., Sls. Prom. Mgr.....Ryan R. Neely
Pgm., Pub. Dir., Farm Editor.....A. B. Brown
Production Director.....C. V. Smith
Musical Dir.....Nelson J. Harrill
Chief Engineer.....Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc.....Power: 5000 W. d.-1000 n.
Owned-Operated By..Radio Station WISE, Inc.
Address.....100 College St.
Phone Number 3-5381-3
Air Time .....Unlimited
News Service .....AP
Representative .....Devney
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Sales Prom. Manager.....Floye Bowers
Program Director.....Harold Moon
Publicity Dir.....Skeeter Moore
Chief Engineer .....John Randolph
Consulting Engineer.....Wm. E. Benns, Jr.

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Corp.
Business-Studio Address....Battery Park Hotel
Phone Number 2-2431
Transmitter Location .....Emma
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
V.P., General Manager.....Charles B. Britt
Station Manager.....Kenneth Beachboard
Comm., Prom. Mgr.....George Roesler
Program Director.....William L. Robertson
Musical Director.....Fred Osborne
News Director .....R. F. Brown, Jr.
Farm Editor.....“Bing” Bennett
Chief Engineer.....William M. Chambers
Consulting Engineer.....John Creutz

WSKY

ASHEVILLE—1946—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number 3-4451
Transmitter Location.....Campbell Woods
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
President.....Carl R. Bamford
Gen.-Sta. Mgr.....Zeb Lee
Commercial Manager.....Cliff Bowers
Program Director.....Frank Messer
Chief Engineer.....Bill Clemments
Consulting Engineer.....A. D. Ring

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5611
Transmitter Location .....Emma

Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Don S. Elias
Gen., Sta. Manager.....Cecil B. Hoskins
Commercial Manager.....James A. Hagan
Program, News Director.....William F. Melia
Chief Engineer.....William H. Hamrick
Consulting Engineer .....A. D. Ring Co.

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address.....Depot St., Box 72
Phone Number 467
News Service .....AP
President.....Doris B. Brown
Commercial Manager.....Roland B. Potter
Prom. Mgr., Pgm., News Dir...Charles Wilfong
Chief Engineer.....Bill K. Phillips
Consulting Engineer.....John Creutz

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone Number 745
News Service .....AP
President.....Ed M. Anderson
Exec. Director.....John Anderson
Gen., Comm. Mgr.....M. L. Hammette
Chief Engineer.....William Pascal
Program Director.....Dorothy Wallace
Prom., Farm, News Dir.....Dave Sherrill

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.Alamance Bcstg. Co., Inc.
Business-Studio Address.....318½ S. Main St.
Phone Number 6-6376
Transmitter Location.....W. Front St. Ext.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Gen., Sta. Mgr. .....E. Z. Jones
Commercial Manager .....Phil Eakin
News, Pgm. Dir.....Ed Brooks
Sales Prom. Mgr.....Ted Hanker
Production Director.....Robert Thompson
Chief Engineer.....Berry Tysor
Consulting Engineer.....John Creutz

WFNS

BURLINGTON—1946—LBS
TOBACCO NET

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Phone Number 4261
Transmitter Location .....Burch Bridge Rd.
Air Time .....6 a.m.-Sunset
News Service .....UP
Transcription Service .....World
Representatives .....Sears & Ayer
Membership .....NARTB, BAB
General Manager .....John C. Hanner
Commercial Manager.....Alan Friedrich
Chief Engineer .....Charles D. Chandler
Counsulting Engineer .....George Davis

WAYS

CHARLOTTE—1942—ABC-N.C.

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....120 E. Third St.
Phone Number 3-7173
Transmitter Location.....Oakdale Section
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Representative .....Avery-Knodel
Membership .....NARTB
President.....George W. Dowdy
Gen., Comm. Mgr.....Walter H. Goan
Program Director.....Harry Barfield
Chief Engineer .....B. C. Stewart

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address .....Wilder Building
Phone Number 3-8833
Transmitter Location .....Nation's Ford Rd.
Air Time ..... Unlimited
News Service .....AP, UP
Transcription Service .....Associated, World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
President .....J. M. Bryan
Gen., Sta. Mgr. .....Charles H. Crutchfield
Commercial Manager .....Keith S. Byerly
Sales Promotion Manager ....J. R. Covington
Program Director .....Kenneth I. Tredwell
Production Director.....Robert L. Rierson
Publicity Director.....Dorathea Janssen
News Director .....Jack Knell
Chief Engineer .....M. J. Minor
Consulting Engineer.....A. D. Ring

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address .....702 Builders Bldg.
Phone Number.....2-6669, 5-4829
Studio-Transmitter Location..2520 Toomey Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mr.....Francis M. Fitzgerald
Promotion Manager.....Eric C. Dehlin
Chief Announcer.....John G. Surratt
Program Director.....Fred W. Vinroot
Commercial Manager.....Henry G. Grad
Chief Engineer.....Thomas C. Brandon
Consulting Engineer.....Gautney & Ray

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Managing Director.....Ray A. Furr
Commercial Manager.....Tom Mitchell
Program Director.....James A. Frazer
Chief Engineer.....John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Trans. Address .....1925 N. Tryon St.
Phone Number 7138
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir. ...Nelson Benton
Program Director.....Armand F. Bodie
Chief Engineer.....L. L. Caudle, Jr.
Consulting Engineer.....George C. Davis

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WRRZ, Inc.
Bus.-Studio Address.....Butler Bldg., Main St.
Phone Number 2354
Transmitter Location....1.6 Mi. S. of Clinton, on Hway. 701
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....Walker
President.....W. R. Roberson, Sr.
Exec. V.P.....W. R. Roberson, Jr.
General Manager.....George S. Walston
Program Director.....Richard Welsh
Chief Engineer.....Robert H. Bowden

WEGO

CONCORD—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone Number 26000
Transmitter Location .....Hiway 29
News Service .....AP
Transcription Service .....Thesaurus
President.....A. W. Huckle
Secretary-Treasurer .....Elizabeth Huckle
Pgm., Comm., Prom. Dir.....Howard McCurry
Chief Engineer.....James M. Wise

WCKB

DUNN—1946—LBS-KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone Number 3133-4
Studio-Transmitter Address.....Hway. 421
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr., Pub. Dir.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....Walt De Puy
Pgm. Prod., Music. Dir.....E. L. Burwell
Chief Engineer .....Joseph Kotlas
Consulting Engineer.....Fred O. Grimwood

WDNC

DURHAM—1934—CBS-LBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number 6155
Transmitter Location.....Hillsboro Rd.
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB
President.....C. C. Council
V.P., Gen. Sta. Mgr.....J. Frank Jarman
Office Manager.....Sue Taylor
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer .....G. W. Bartlett
Consulting Engineer .....George Davis

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address .....P. O. Box 1168
Phone Number 6919-6910
Transmitter Location .....Cole Rd.
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
Representative .....Don Cooke
President .....Tom Sawyer
Gen., Sta. Mgr. .....Thomas O. McCaffrey
Comm. Mgr. .....William R. Kirby, Jr.
Program Director .....Ed Coles
Production Director.....Mrs. Leslie Carroll
Publicity Director .....Doris Ortell
Chief Engineer .....Edward Norman
Consulting Engineer.....Walter Stout

WTIK

DURHAM—1946—ABC-TOBACCO

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Durham Bcstg Enter., Inc.
Address.....205½ W. Main St.
Phone Number 6-101
Transmitter Location.....Leon St. off Glendale
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Pearson
General Manager.....Floyd Fletcher
Commercial Manager.....Harmon L. Duncan
Pgm., Prom. Dir.....Ken Corbitt
Chief Engineers.....Roy E Fullen, Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....E. Colonial Ave.
Phone Number 4370
Representative .....Burn-Smith
Transcription Service .....SESAC
News Service .....UP
President.....Joseph A. Gill
Gen., Comm., Mgr., News Dir
George W. Haskett
Program Director.....Maud McClelland
Chief Engineer.....Benjamin Shannon

WGAI

ELIZABETH CITY—1947—LBS—TN

Frequency: 560 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Kramer Bldg.
Phone Number 4371.-2
Transmitter Location.....Newland Road
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
President, News Dir.....Herbert Peele
Gen., Sta. Mgr.....C. Alden Baker
Comm. Mgr., Pgm. Dir.....Bob Thomas
Consulting Engineer .....E. C. Page

WIFM

ELKIN—1951—LBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Yadkin Valley Bcstg. Co.
Phone Number 739
News Service .....UP
Transcription Service .....Capitol
Representative .....Continental
Owner, Mgr., Chief Engr.....John A. Hinshaw
Commercial Manager.....Johnny Miller

WFAI

FAYETTEVILLE—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Bus.-Studio Add.....Huske Bldg.
Phone Number 8131
Air Time .....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service.....RCA Thesaurus
President.....John W. Rollins
General Manager.....James H. Mayes, Jr.
Commercial Manager.....Tom Harrell
Program Director.....Ray Woodard
Publicity Director.....Les Coleman
Chief Engineer.....Frank Delle

WFLB

FAYETTEVILLE—1948—ABC-LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Phone Number 7136
Studio-Transmitter Location.....Bragg Blvd.
Air Time .....5:30 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
President.....Harry B. Stein
Gen., Sta. Mgr.....L. W. Allen
Commercial Manager.....C. M. Gaylord
Chief Announcer.....Gail Thompson
News, Pgm. Dir.....W. H. Farrior, Jr.
Chief Engineer.....W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1390 Kc.....Power: 5000 W. d.-1000 W. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Business-Studio Address....114 Anderson St.
Phone Number 4848
Transmitter Location.....Bragg Blvd.

Air Time .....5 a.m.-M.
News Service .....UP
Representative .....Walker
President.....T. K. Weyher
Gen., Sta. Manager.....Victor W. Dawson
Program Director .....Nat R. Martin
News Dir., Farm Editor .....Vestal Taylor
Chief Engineer .....John Ikner
Consulting Engr. ....Craven, Lohnes & Culver

WBBO

FOREST CITY—1947—LBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Bus.-Studio-Transmitter Address....Forest City
Phone Number 3205
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
News Dir., Farm Editor.....Charles Melton
Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co.
Phone Number 333
Trans. Loca. ..1.5 miles No. of Fuquay Varina
News Service .....AP
President .....J. M. Stephenson
General Manager.....Marshall T. Pack
Commercial Manager.....Auburn C. Hayes
Promotion Director.....William P. Weathers
Program Director.....Walter Pearson
News Director.....Mark Thomas
Chief Engineer.....Walter Johnson

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Bus.-Studio Address.....P. O. Box 737
Phone Number 5-0821
Transmitter Location.....Dallas Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Owner.....Catherine T. McSwain
General Manager.....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1948—LBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Phone Number 5-1079
Trans. Loca. .....Chapel Rd., nr. Ash. Ave.
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Prom., News Pgm. Dir.....R. St. Lawrence
Chief Engr., Farm Editor.....Don C. Voigt

WFMC

GOLDSBORO—1951

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Radio & TV Corp.
Address .....Goldsboro
Phone Number 963
News Service .....UP
Transcription Service.....World, SESAC
President .....Hayden Stuart
Gen., Comm. Mgr.....William R. Murray
Program., Prom. Dir.....Charles S. Carter
Chief Engineer.....William W. Bridges

WGBR

GOLDSBORO—1939—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address .....P. O. Box 1024
Phone Number.....Main Studio-1550
Trans. Loca. 1 Mi. W. of Goldsboro Hwy No. 70
News Service .....AP
Transcription Service .....Associated
President .....A. T. Hawkins
General Manager .....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Comm., Sales Prom. Mgr. .....Nat Royster
Program Director.....Vassie Balkcum

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number 3-6925
Transmitter Location.....Muirs Chapel Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....George W. Dowdy
General Manager.....Henry E. Sullivan
Commercial Mgr.....George Barber
Program Director.....W. E. Jackson, Jr.
Publicity Director.....Sandra Sisk
Chief Engineer.....Ernest Pate, Jr.
Consulting Engineer.....W. H. Malone

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone Number 6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Gilbert M. Hutchison
Commercial Mgr.....William P. Mitchell
Sales Prom. Mgr.....Aileen Gilmore
Program Director.....Alfred J. Rice
News Director.....Charles Mitchell
Chief Engineer.....Earl F. Allison

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number 3-3631
Transmitter Location .....off Retreat St.
Air Time .....6 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....L. O. Hutchins
Sales Prom. Manager.....Earl O. Sullivan
Publicity Director .....H. Marie Craven
Chief Engineer .....Fred S. Smith

WGTC

GREENVILLE—1940
TOBACCO—MBS

Frequency: 1590 Kc. ...Power. 5000 Watts d., 1000 Watts n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address .....P. O. Box 898
Phone Number 3182
Transmitter Location .....Faulkland Hwy.
Air Time .....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service .....World, Capitol Associated
Representative .....John E. Pearson Co.
Membership .....NARTB, BAB
President .....Earl McD. Westbrook
Gen., Sta., Prom. Mgr. ..A. Hartwell Campbell
Commercial Manager .....Carl McKinney
Program Director.....George Webb
Production Director...Morgaret Laughinghouse
Publicity Director.....Ruth Webb

ONE OF AMERICA'S FIRST STATIONS!

WBIG

MARKET DATA

16 Counties

1950 Radio Homes* 198,187
1950 Retail Sales† $651,567,000
1950 Total Farm Income* ...$90,234,756

* *SOURCE*: 1951 *Broadcasting Marketbook*
† *SOURCE*: 1951 *Sales Management*

"The Prestige Station of the Carolinas"
represented by hollingbery

Chief Announcer .....Charles Whedbee
Chief Engineer.....Hank Tribley
Consulting Engineer.....Dixie B. McKee

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
Phone Number 736
Transmitter Location.....Norlina Rd., U. S. 1
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Cole, Lang-Worth, Keystone
President.....S. S. Stevenson
V.P. & Gen. Mgr.....Nathan Frank
Station Manager.....Harry Trotman
Program Director.....Bob Leach
Production Director.....Bob Harrison
Chief Engineer.....Lewis Hiland
Consulting Engineer.....George C. Davis

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Phone Number 9062
Transmitter Location.....Chimney Rock Rd.
Air Time.....5:45 a.m.-M.
News Service .....AP
Transcription Service .....McGregor
Representative .....Donald Cooke
President .....Beverly Middleson
Station Manager .....Kermit Edney
Commercial Manager.....Robert Smith
Chief Engineer.....Charles Renfrow
Consulting Engineer.....Eliot Lovett

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address .....Radio Bldg.
Phone Number 2294
Representative .....Walker
Transcription Service.....World, SESAC
News Service .....UP
President.....Carl V. Cline
Gen., Sta. Mgr.....Edmund S. Long
Commercial Manager.....James K. Willis
Program Director.....Jack Starnes
Chief Engineer.....Thomas E. Long

WIRC

HICKORY—1948

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Address .....329 1st Ave.
Phone Number 2124
Trans. Loca. .....2 Mi. SE of Hickory
Air Time .....6 a.m.-Local Sunset
News Service .....AP
Transcription Service.....Lang-Worth
Representative ..... McGillvra
Membership .....NARTB, BAB
Pres., Pub., News Dir. ....Margaret A. Smith
Secty.-Treas., Gen. Mgr.....E. H. Smith, Jr.
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett
Chief Announcer .....Richard H. Benson
Chief Engineer .....Elmer H. Troutman
Consulting Engineer .....John Creutz

WHPE

HIGH POINT—1947—KBS-LBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address.....307 N. Main St.
Phone Number 3466
Transmitter Location.....Old Thomasville Rd.
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service....Associated, Standard
Membership .....NARTB, BAB
Co-Owner.....R. B. Terry
Co-Owner.....D. A. Rawley
Sta., Comm. Mgr. .....Walter Hester
Program Director.....Nick Lawrence
Chief Engineer.....Yancy Cecil
Consulting Engineer .....Dillard

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Bus.-Studio-Transmitter Address..164 S. Main
Phone Number 4593
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sales Prom. Mgr. .....Gerald D. Sullivan
Program, News Dir. .....Gary Davis
Mus. Dir., Farm Editor .....Wayne Morgan
Chief Engineer.....Robert Moore
Consulting Engineer .....George Davis

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Lester L. Gould
Address .....Box "E"
Phone Number 707-708
Trans. Location.....New Bridge St.
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP

Transcription Service .....Lang-Worth
Representative ..... Pearson
Membership .....NARTB
Pres., Gen., Comm. Mgr.....Lester L. Gould
Sta. Mgr., Chief Anncr.....Rodric L. Jones
Sales Prom. Mgr., Pgm. Dir..Frances A. Bovick
Chief Engineer, Pub. Dir.....Howard P. Cohen

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address ...Box 997, Cannon Blvd., Hway 29
Phone.....Kannapolis 870, Concord 27076
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WELS

KINSTON—1950—MBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1400 W. Vernon St.
Phone Number 5151
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Devney
President.....E. L. Scott
Gen. Comm. Mgr.....Jack P. Hankins
Program Director.....Ed Sheppard
Chief Engineer.....Kenneth Read

WFTC

KINSTON—1937—ABC-CBS-NBC TOBACCO NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone Number 4111
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....William S. Page
Commercial Mgr.....J. Harold Vester
Program Dir.....S. Bruce Petteway
News Director.....Herman B. Civils
Prom. Mgr., Farm Editor..Carl B. Caudill, Jr.
Chief Engineer.....David E. Hardison

WEWO

LAURINBURG—1947—LBS-KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Phone Number 770
Transmitter Location ..Laurinburg-Maxton Hy.
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative.....Devney & Co.
Membership .....NARTB, BAB
President .....Edwin Pate
General Mgr., Farm Edit...J. R. Dalrymple, Jr.
Commercial Manager.....Bill Hogan
Program Director.....Paul Wynn
Prom., News Dir.....Dick Brown
Chief Engineer.....Truman N. Brock
Consulting Engr.....George C. Davis

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Douglas L. Craddock
Address-Trans. Loc.....Blvd. & Pine
Phone Number 701-2
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NARTB
Pres., Gen., Sta. Mgr....Douglas L. Craddock
Pgm., News Dir., Chf. Ann.....J. K. Thomas
Chief Engineer.....Eldred Winn
Consulting Engr. .....McNary & Wrathall

WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....John P. Rabb
Address .....107 West Ave.
Phone Number .....761 & 899
Transmitter Location .....Morganton Rd.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service ...Lang-Worth, Keystone
Pres., Gen. Mgr. .....John P. Rabb
Commercial Manager .....F. Kent Atwater
Program Director .....K. Rabb
Chief Announcer.....John A. Dellinger
Musical Director .....George Kirstin
Chief Engineer.....Harvey C. Atchisson
Consulting Engineer.....Janskey & Bailey

WBUY

LEXINGTON—1946—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone Number 2716
Studio-Transmitter Location.....Route 29
Air Time .....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
Partners.....Greely N. & Omar G. Hilton

Station Manager.....C. Robert Ray
Commercial Mgr. .....Robert Raker
Chief Engineer.....E. P. Mallard
Consulting Engr. .....William Benns

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Business-Studio Address.....112 W. Fifth St.
Phone Number 1080
Transmitter Location.....Charlotte Rd.
News Service .....AP
Transcription Service.....Standard
Representative.....Continental Radio Sales
General Manager.....James MacNeil

WBRM

MARION—1949—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address.....13½ W. Court St.
Phone Number 7221
News Service .....UP
Pres., Gen. Mgr.....W. P. Erwin
Commercial Mgr.....J. C. Pleasant
Vice-Pres., Pgm. Dir.....J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP

MONROE—1947—KBS-LBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....P. O. Box 382
Phone Number 1060
Studio-Transmitter Location.....Camp Sutton
News Service .....UP
Transcription Service .....World
President .....Dick Marable
Commercial Mgr.....Z. Bright Tucker
Gen., Prom. Mgr., Farm Dir....J. Archie Laney
Chief Engineer.....Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne M. Nelson
Trans.-Address .....Mooresville, N. C.
Phone Number 500
Air Time .....Daytime
News Service .....UP
Transcription Service.....KBS, Capitol
Pres., Gen. Manager.....Wayne M. Nelson
Chief Engineer.....E. M. Stanton, Jr.
Consulting Engineer.....George C. Davis

WMBL

MOREHEAD CITY—1947—LBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Box 740
Phone Number 6-3188
Transmitter Location.....Radio City Island
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World and Standard
Rrepresentative .....McGillvra
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Grover C. Munden
Sales Prom. Mgr.....Charles Markey
Commercial Manager.....Jimmy Wallace
Prog. Dir., Chf. Engr.....Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Transmitter—Address.Hway 181, P. O. Box 698
Phone Number 1100
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol
Pres., Gen.-Sta. Mgr.....Nathan J. Cooper
Publicity Dir.....Madelyn Patton
Production Director.....Mozelle Buff
Chief Engineer.....Frank Ballew

WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Bus.-Studio-Transmitter.....Springs Rd., R 5
Phone Number 682
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Thomas Clark
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Prom. Mgr.....W. E. Craddock, Jr.
News Dir., Chf. Ann.....Johnny Joyce
Chief Engineer.....Arnold Bruce Flemming
Consulting Engr. .....John J. Keel

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 53
Phone Number 581
Pres., Gen. Mgr.....Robert H. Epperson
Assistant Manager.....Tom Stewart
Commercial Manager.....Erastus F. Poore
Pgm., Prom. Dir.....Jim Harrelson

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT

Address ..... US Hway 17 So.
Phone Number 4450-4024
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... John E. Pearson
President ..... Harmon L. Duncan
Gen.-Sta.-Comm. Mgr. ..... Ray D. Williams
Pgm., Prod., News Dir. ..... Stuart Hall
Chief Engineer ..... Billy Haire

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Newton Conover Bcstg. Co.
Business Address ..... West A St.
Phone Number 930
Studio-Transmitter Location .. West A. St., Ext.
News Service ..... UP
President ..... Charles Turner
Gen. Mgr., News Dir. ..... Earl Holder
Commercial Manager ..... Eugene Henry
Chief Engineer ..... Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Wilkes Bcstg. Co.
Business-Studio Address ..... Radio Bldg.
Phone Number 633
Transmitter Location ..... Wilkes County
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... World
Pres., Gen. Mgr. ..... Doris B. Brown
Comm.-Sales Prom. Mgr. ..... Roland B. Potter
Program Director ..... C. E. Litchfield
Prod., News Dir. ..... Ben Talbot
Chief Engineer ..... Walter Harrold
Consulting Engineer ..... John Creutz

WOXF

OXFORD—1949

Frequency: 1340 Kc. ..... Power: 250 Watts
Address ..... Oxford Bcstg. Corp.
Phone Number 4167
Transcription Service ..... Capitol
News Service ..... AP
President ..... Frank W. Hancock
General Manager. .. James F. Flanagan
Commercial Manager ..... Bill Blalock
Promotion Manager ..... Bob Smith
Chief Engineer ..... Archie Hawkins

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. ..... Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By ... News & Observer Pub. Co.
Address ..... 219 So. McDowell St.
Phone Number 2-0321
Transmitter Location ..... Cary
Air Time ..... 24 Hrs.
News Service ..... UP
Transcription Service ... Standard & Associated
Representative ..... Weed & Co.
President ..... Josephus Daniels, Jr.
General Manager ..... Frank Daniels
Station Manager ..... G. F. Albright
Comm. Mgr., Pgm. Dir. ..... David A. Brown
Chief Announcer ..... Wally Ausley
Pub., News Director ..... Scott Summers
Chief Engineer ..... E. J. Reopelles
Consulting Engr. ..... A. D. Ring & Co.

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... WPTF Radio Co.
Business-Studio Address ..... Insurance Bldg.
Phone Number 8311
Transmitter Location ..... Cary
Air Time ..... 5:30 a.m.-12:05 a.m.
News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... Free & Peters
Membership ..... NARTB, BAB
V.P., Gen. Sta. Mgr. ..... Richard H. Mason
Sales Manager ..... R. W. Youngsteadt
Program Manager ..... Graham B. Poyner
Dir. of Adv. & Prom. ..... Henry T. Vaden
News Director ..... J. Edgar Kirk
Production Dir. ..... Warren Barfield
Chief Engineer ..... Henry Hulick, Jr.
Consulting Engineer ..... James C. McNary

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ... Capitol Bcstg. Co., Inc.
Bus.-Studio Address ..... 130 S. Salisbury St.
Phone Number 6411
Transmitter Location ..... Bart St.
Air Time ..... 6 a.m.-11:15 p.m.
News Service ..... AP
Representative ..... Pearson
Membership ..... NARTB, BAB
President ..... A. J. Fletcher
Gen., Sta. Mr. ..... Fred Fletcher
Pgm., News Director ..... Jesse Helms
Chief Engineer ..... Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Piedmont Carolina Bcstg.
Business-Studio Address .... Box 990, Gilmer St.
Phone Number 4361-2
Transmitter Location ..... Wentworth Rd.
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NARTB
President ..... H. T. Williams
Gen., Sta. Mgr. ..... Stephen F. Woodson

Commercial Manager.....Forrest Bedell
Sales Prom. Mgr.....Costin Lindsey
Production Director.....James B. Mead
Publicity Director.....Tiny Turner
Chief Engineer.....Sam E. Sexton
Consulting Engineer.....Phil Hedrick

WREV

REIDSVILLE—1948—LBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....114½ N. Scales St.
Phone Number 7051
Transcription Library .....Standard
News Service .....UP
Representative .....Devney
Pres., Gen. Mgr.....William M. Oliver, Sr.
Station Manager.....Mrs. Katye Price
Program Director.....Frank Elliott
Chief Engineer.....W. T. Martin

WCBT

ROANOKE RAPIDS—1948—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Phone Number 7-8551
Transmitter Location.....E. 10th St.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Mgr.....J. Winfield
Gen., Comm., Prom. Mgr...Bernard M. Dabney
Program Director.....Donald O. Collins
Assistant Manager.....Jerry Elliott
Chief Engineer.....C. Meares

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
Owned-Operated By.....WAYN, Inc.
Bus.-Studio-Trans. Address.....Rockingham
Phone Number 4041
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Wayne M. Nelson
Res., Sta. Mgr.....Matt F. Gettings
Chief Engineer.....William Henley
Consulting Engineer.....Geo. C. Davis

WCEC

ROCKY MOUNT—1947—LBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....E. Caro. Elec.
Bus.-Studio Address.....115 N. Church St.
Phone Number.....23109
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated

Membership .....NARTB
President.....Josh L. Horne
General Manager.....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....W. A. Wynne
Business Address.....Box 752
Phone Number 8149
Studio-Transmitter Location..Nashville Hiway
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative .....Burn-Smith
Gen.-Sta. Manager.....W. A. Wayne
Commercial Mgr.....R. E. Horner
Program Dir.....Eunice Snipes
Chief Engineer.....Joe R. Morris
Consulting Engineer.....Commercial Radio

WRXO

ROXBORO—1949—LBS

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Phone Number 6013
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
President.....H. W. Winstead, Jr.
Gen., Sta., Comm. Mgr.....H. S. Taylor
Chief Engineer.....Lloyd Perkins
Consulting Engineers...Brown, Duncan & Porter

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Phone Number 276
Studio-Transmitter Location...Milford Hills Rd.
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Charles H. Wentz
General Manager.....John E. Smith
Commercial Manager.....R. M. Hunt
Program Director.....W. F. Fleming
Chief Engineer.....Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....State Theatre Bldg.

Phone Number 2121
Transmitter Location.....Statesville Rd.
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Bryce P. Beard, Sr.
Gen., Sta., Prom. Mgr.....Alex P. Beard
Pgm., Publicity Dir.....Russ McIntire
Comm. Mgr.....Katherine F. Murphy
Chief Engineer.....Carl B. Watson
Consulting Engr. .....Phil Hedrick

WWGP

SANFORD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....137 So. Steele, Box 651
Phone Number 860
Transmitter Location.....Tramway
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Continental
President.....J. C. McIver
Gen., Sta. Mgr.....Earl L. Boyles
Commercial Manager.....James Ward
Pgm., Prod. Dir., Chf. Ann.....Del Carty
Publicity Director.....W. E. Horner
Chief Engr. .....Edward O. Kopriver

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....Box 1401, Shelby
Phone Number 6313
Studio-Transmitter Location..Hway. No. 74, W.
Air Time .....Daytime
News Service .....UP
Membership .....NARTB, BAB
President.....Lee B. Weathers
Gen.-Sta. Mgr., Chf. Engr....Robert M. Wallace
Commercial Mgr.....Max P. Butler
Program Director.....Hugh Dover

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Selma-Smithfield Bcstg. Co.
Address .....Box 177
Phone Number 2434
News Service .....UP
Transcription Service .....Capitol
Co-op., Gen. Mgr., Chf. Eng..John S. Townsend
Co-Owner .....J. Fred Horton
Comm. Mgr., Pgm. Dir.....Joe Foster
News Director.....Robert L. Dupree

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The Sandhill Community Bcstrs., Inc.
Business Address.....So. Pines
Phone Number 6191
Studio-Transmitter Location.....U. S. Hway. 2
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Jack S. Younts
Comm. Mgr., Chf. Anncr.....Joe A. Warren
Secy.-Treas., Mus. Dir.....Elizabeth M. Younts
News Dir., Farm Editor.....Tom Perry
Chief Engineer.....Melvin Kushner

WSIC

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Phone Number 9078
Transmitter Location .....Radio Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Continental Radio Sales
Membership .....NARTB, BAB
President.....Dr. James W. Davis
Gen., Sta., Comm. Mgr.....Charles D. Melton
Pgm., Prod., Pub. Dir.....J. N. Tomkins
News Director.....Bill Brown
Chief Engineer .....T. K. Abernethy
Consulting Engr. .....Kear and Kennedy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone Number 2191-2
Transmitter.....Rocky Mt. & Tarboro Hway.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Dora-Clayton
President.....V. E. Fountain
Gen., Sta. Mgr.....J. T. Snowden, Jr.
Sales Prom. Mgr.....J. Porter MacNair
Production Director.....Alfred Vickers
Publicity Director.....Grace Satterthwaite
Chief Engineer.....G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.

Phone Number 902
Studio-Transmitter Location....Salem St., Ext.
News Service .....AP
Transcription Service .....World
President .....George W. Lyles, Sr.
Gen., Comm. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WADE

WADESBORO—1947—KBS

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Anson Bcstg. Co.
Bus.-Studio Address.....Radio Bldg.
Phone Number 620
Transmitter Location.....Highway 52
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Continental
President.....R. P. Lyon
Gen., Sta. Manager.....Walter V. Mitchell
Comm., Sls. Prom. Mgr.....J. A. Ballard
Program Director.....Williard Billingsley
Chief Engineer.....Cecil Sills
Consulting Engineer.....Wm. E. Benns, Jr.

WHED

WASHINGTON—1948—LBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Bus.-Studio Address.....Guaranty Bank Bldg.
Phone Number 278
Transmitter Location.....Rt. 17, S.
Air Time.....17¼ Hrs.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Continental
Membership .....NARTB
President .....Lee B. Wynne
Gen., Sta. Manager.....F. K. Ward
Comm., Prom. Mgr.....G. Earl Broome
Pgm., Prod. Director.....Harry Shriver
Chief Engineer.....John Wilroy
Consulting Engineer.....Wm. H. Malone

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Phone Number 403
Transmitter Location.....1 Mi. S., Hway. 17
Air Time.....6 a.m.-1:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
President .....W. R. Roberson, Jr.
Gen. Sta. Manager.....T. H. Patterson
Comm., Sales Prom. Mgr.....Merrill Daniels
Program Director .....Don Pierce
Chief Engineer.....I. G. Murphrey
Consulting Engineer.....Geo. C. Davis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WHCC, Inc.
Business-Studio Address.....Main St.
Phone Number 680
Transmitter Location.....Howell Mill Rd.
Gen., Prom. Mgr.....James B. Childress
Commercial Manager.....Vestal Jones
Chief Engineer.....Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....Whiteville
Phone Number 120
Transmitter Location...1 Mi. from Bus. District
Representative .....Clark
President .....Josiah Maultsby
General Manager.....Ward A. Coleman
Commercial Manager.....Jerry Honeycutt
Chief Engineer.....Auburn Dutton

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Martin Co. Bcstg.
Address.....110 S. Smithwick St.
Phone Number 2478
News Service .....UP
Co-owner.....James Gray, Sr.
Co-owner .....Charles Gray
Gen., Sta., Comm. Mgr.....R. B. Armstrong
Sales Prom. Mgr.....Dolores Baeird
Prod., Pub. Dir.....Carl B. Armstrong
Chief Engineer.....James E. Kitchings, Jr.

WGNI

WILMINGTON—1946—MBS
TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....P. O. Box 869
Phone Number 2-2493
Studio-Transmitter Location.....Eagle Island
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Representative .....Pearson
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr.....Tommy Thompson
Program Director.....Paul Parker
Chief Engineer.....Arthur L. Madeley

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Phone Number 4840
Transmitter Location.....Brunswick County
Air Time .....Unlimited
News Service .....UP
Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen.-Sta. Mgr. .....R. A. Dunlea
Comm.-Sales Prom. Mgr.....C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chief Engineer.....E. I. Herring, Jr.
Consulting Engineer.....A. D. Ring

WGTM

WILSON—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number 2188-9
Transmitter Location.....Rock Ridge
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NARTB
President.....Penn Thomas Watson
Gen.-Sta.-Prom. Mgr. .....Allen Wannamaker
Commercial Mgr.....R. R. Brunson
Pgm. Dir., Chief Anncr.....Bill Gordon
Production Director.....Clint Faris
Chief Engineer.....W. H. Malone

WVOT

WILSON—1948—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address .....Wilson
Phone Number 5157
News Service .....AP
Representative .....Pearson
President.....H. W. Anderson
General Manager.....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Program Director .....Joel Lawhon
News Director.....Callbie Wood
Chief Engineer .....Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bcstg. Service, Inc.
Address .....Atlantic Bldg.
Phone Number 2-4121
President.....Roger Page, Jr.

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....6 a.m.-12:15 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....George D. Walker
Comm., Prom. Mgr.....Pat Taylor
Pub. Dir., Chief Anncr.....Lawrence Patrick
Program Director.....Bernice Morris
Chief Engineer.....Lee King
Consulting Engr. .....George Davis

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number 5-2311
Transmitter Location..R.F.D. No. 1, Old Town
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Gordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comas
Publicity Director .....Jack Burney
Chief Engineer.....Phil Hedrick
Consulting Engineer..Craven, Lohnes & Culver

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....P. O. Box 2798
Phone Number 34353
Transmitter Location .....Polo View Rd.
Air Time .....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....The Taylor Co.
President .....James W. Coan
Gen.-Comm. Manager .....John G. Johnson
Sales Prom. Manager .....Charles Brunt
Program Director.....Owen Spann
Publicity Director.....Jack Wiggins
Chief Engineer.....Ben Vogler

NORTH DAKOTA

Pop. April 1, 1952 (Est.) 618,000—Total Housing Units 176,602
Families April 1, 1952 (Est.) 160,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....402½ Fourth St.
Phone Number 468
Transmitter Location .....Menoken
News Service .....AP, UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President, General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.....R. W. MacLeod
Pgm., Prod. Dir.....Cal Culver
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Transmitter Location.....E. end Fourth St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Lawson
President, General Manager.....Bert Wick
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Phone Number 4113
Transmitter Location....1 Mi. N. of Dickinson
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Orville F. Lawson
Membership .....NARTB, BAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir.....Orville F. Burda
Commercial Manager.....E. A. Spear
Sales Prom. Manager.....William C. Mason
Chief Engineer .....Clark Franklin

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Phone Number.....Fargo 2-3291
Transmitter Location.....Wild Rice
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Pgm., Prod. Dir.....David B. Henley
Chief Engineer.....Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Sales Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director .....Ken Kennedy
Chief Engineer.....Juline Savold
Technical Director .....Julius Hetland
Consulting Engineer.....Glen D. Gillett

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 4-5321
Transmitter Location..Univ. of N. Dak. Campus
Air Time .....Unlimited
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President.....M. M. Oppegard
General Manager.....J. Warren McClure
Comm. Manager.....Herman Livingston
Program Director .....M. C. Gorham
News Director.....Rikk Riley
Chief Engineer.....A. F. Petrich
Program Dir.....Jeff Gorham
Consulting Engineer.....Walter F. Kean

KNOX

GRAND FORKS—1947—MBS

KBS—GREAT NORTHERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone Number 4-4611
Transmitter Location .....State Mill Rd.
News Service .....UP
Transcription Service .....World
Representative .....Natl. Time Sales
President.....Carroll E. Day
General Manager.....Elmer Hanson
Sales Prom. Mgr.....Robert Whyte
Program Director.....Jack French
Chief Engineer.....Clifford Thomfords

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address....429 S.W. 2d St., Jamestown, N. D., 271½ Bway., Fargo, N. D.
Phone Number 1600
Transmitter Location....Hway 218, 6 Mil. So. of City
News Service .....UP
Representative.....Weed & Co.
Pres., Gen. Manager.....John W. Boler
Station Manager.....Don Kingsley
Comm., Sales Prom. Mgr.....Jud Milton
Publicity Director.....Howard Graber
Chief Engineer .....Robert E. Ridgway
Farm Editor.....Chester Reitan
Consulting Engineer.....Kear Kennedy

KGCU

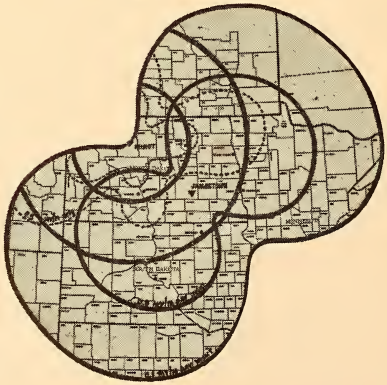
MANDAN—1925—MBS

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By....Mandan Radio Assn., Inc.
Bus.-Studio Address .....Mandan
Phone Number 561, 562
Transmitter Location.....2 Mil. SE of Mandan on Hway. 10
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen. Mgr.....W. S. Russell
Sta., Comm. Mgr.....Paul C. Gussner
Program Director.....Merritt Bushee
Chief Engineer.....Ray Barnett

KSJB 600 KC 5000 W

JAMESTOWN, NORTH DAKOTA

COVERING THE GREAT NORTHWEST



"CBS — The Stars' Address"

REPRESENTED NATIONALLY BY WEED & CO.

KCJB

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....104 A. So. Main
Phone Number 51-161
Representative ..... Weed
News Service .....UP
Pres., Gen. Mgr.....John W. Boler
Commercial Manager.....G. H. McKinnon
Sales Prom. Mgr.....Charles L. Henshaw
Pgm., Prod. Dir.....Arv. Johnson
News Director.....Bill Johnson
Chief Engineer.....Don Harris

KLPM

MINOT—1929
MBS-GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co. (Partnership)
Business-Studio Address.....Fair Block
Phone Number 41-146
Transmitter.....E. of Minot
Air Time .....6 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker
President, Gen. Mgr.....John B. Cooley
Sta. Mgr., Chief Engineer.....C. W. Baker
Comm. Mgr., Farm Editor.....E. H. Cooley
Publicity Director .....Lyle Swigert
Prog.-Prod. Dir.....James J. Hautman
Consulting Engr. .....Commercial

KOVC

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address...156 Central Ave. S.
Phone Number 408-W
Transmitter Location.....S.W. of town
Air Time.....6:30 a.m.11 p.m.
News Service .....UP
Pres., Gen., Comm. Mgr....Robert E. Ingstad
Program Director.....Russ Kaber
Chief Engineer.....Charles Sjostrom

KBMW

WAHPETON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.

KCJB 910 KC 1000 W

MINOT,
NORTH DAKOTA

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SERVING
THE GREAT
NORTHWEST

•

"CBS —
The Stars'
Address"

REPRESENTED NATIONALLY BY WEED & CO.

Address ..... Willmar, Minn.
Phone Number..... (Wahpeton, N. D.) 567
Transmitter Location..2 Mi. N. of Breckenridge
Air Time..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Standard
Membership ..... NARTB, BAB
President..... Kline E. Bower
Gen., Sta., Comm., Prom. Mgr..Herbert E. Nels
News, Pgm. Dir., Chief Anncr....Geo. Kaufman
Chief Engineer..... Grant Unkenholz
Farm Editor..... Virgil Fortner

KWBM

WILLISTON—1948

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... KWBM Bcstg. Co.
Address..... Box 198, Williston
Phone Number 1450
News Service ..... UP
Transcription Service ..... World
General Manager ..... Charles L. Scofield
Commercial Manager..... James C. Carson
Sales Promotion Manager..... Fay Faltys
Program Director..... L. P. Holloran
Chief Announcer..... Rodney Romine
Chief Engineer..... Charles L. Scofield

AP SELLS

For Stations and Sponsors —

For instance . . . KDIX

"Sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it's the equivalent of ten salesmen in the field."

ORVILLE F. BURDA,
General Manager,
KDIX, Dickinson, North Dakota

OHIO

Pop. April 1, 1952 (Est.) 8,276,000—Total Housing Units 2,416,356
Families April 1, 1952 (Est.) 2,340,000—Stations in State 70

WADC

AKRON—1925—CBS

Frequency: 1350 Kc..... Power: 5000 Watts
Owned-Operated By..... Allen T. Simmons
Bus.-Studio Address..... WADC Bldg., corner Main & Mill Sts.
Phone Number..... JEfferson 6165
Transmitter Location..... Route 8, Akron-Cleveland Rd.
Air Time..... 5:30 a.m.-1:00 a.m.
News Service..... Transradio, UP
Transcription Service...Lang-Worth, Standard, World
Representative..... George P. Hollingbery
Owner-Operator..... Allen T. Simmons
Asst. Mgr., Comm. Dir..... Robert B. Wilson
Sales Prom. Mgr..... Secrest Williams
News, Program Dir..... Harold H. Hageman
Publicity Director..... Doc Williams
Chief Engineer..... Lawrence Hennigan
Consulting Engr. ..... Glen Gillett

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc..... Power: 5000 Watts
Owned By..... Summit Radio Corp.
Operated By ..... WAKR
Bus.-Studio Address..... First Natl. Tower
Phone Number..... HEmlock 6151
Transmitter Location..... 739 Swartz Rd.
Air Time..... 5:30 a.m.-1:05 a.m.
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Weed
President, Gen. Mgr..... S. Bernard Berk
Asst. Prom. Mgr..... Viola G. Berk
Station Manager..... Roger G. Berk
Comm.-Sales Prom. Mgr...Kenneth M. Keegan
Pgm., Prod., Pub. Dir..... A. R. Cooper
Chief Announcer..... Bob Wylie
Chief Engineer..... Irwin L. Knopp

WCUE

AKRON—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....Palace Theatre Arcade
Phone Number.....Fr. 7114
Representative .....Forjoe
News Service .....UP
President .....Tim Elliot
General Manager.....George K. Stroupe
Commercial Manager.....Jack Maurer
Consulting Engineer.....A. D. Ring

WHKK

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
Transmitter Location....Akron Peninsula Rd.
Air Time .....6 a.m.-sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker Assoc.
President.....S. E. Graham
General-Station Mgr.....R. W. Richmond
Comm.-Sales Manager.....Cecil Green
Program-Production Dir.....B. R. Blake
Publicity Director.....Don O'Neil
Chief Engineer .....B. V. Berg
Consulting Engr. .....Carl E. Smith

WATG

ASHLAND—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beer & Koehl
Phone Number 1575-1
Transcription Service..Lang-Worth, Thesaurus
News Service .....AP
Co-Owners.....Robert Beer, Edgar Koehl
General Manager.....Robert Beer
Comm., Sales Prom. Mgr.....Richard Topper
Sta. Mgr., Pgm. Dir.....Richard Leidy
Production Director.....Wayne Byers
Chief Engineer.....Richard Matthes
Consulting Engineer.....Glenn Gillett

WICA

ASHTABULA—1937—LBS

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221, 27-181
Transmitter Location...Ashtabula-Jefferson Rd.
Air Time .....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
President.....R. B. Rowley
General Manager.....D. C. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Program Director.....John C. Strasen
News Director.....H. James Sharp
Musical Director.....Joan Hart
Chief Engineer.....F. N. Bernato
Consulting Engr. .....Gautney & Ray

WATH

ATHENS—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Andrew Kovlan & James Sinyard
Address.....P. O. Box 502
News Service .....UP
Partners.....Andrew H. Kovlan, James D. Sinyard
Gen. Mgr., Chief Engr.....Andrew Kovlan
Commercial Manager.....J. D. Sinyard
Program Director.....Joe Klarke
Publicity Director.....Joe Salley
Consulting Engineer.....Lynne C. Smeby

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address...The Skyline
Phone Number 1515
News Service .....AP
Transcription Service.....Associated, World
Representative .....Walker
Membership .....NARTB, BAB
V.P., Gen. Manager.....Robert W. Ferguson
Sales Prom. Mgr.....Albert T. Fisher
Program Director.....Frank Curtis
Publicity Director.....Helen Gaynor
Chief Engineer.....George Cowen
Consulting Engineer.....William Foss

WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Land O'Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Phone Number 4-5605
Transmitter Location.....R. D. No. 1, College Hill
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....World
President.....H. D. McClelland
V.P., Gen. Mgr.....Howard A. Donahoe
Comm. Mgr., Pub. Dir.....Richard F. Rose
Program Director.....David C. Lorimer
Chief Engineer.....A. G. Engel
Consulting Engineer.....Frank McIntosh

WAND

CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Operated By.....P. C. Wilson
Address .....106 High Ave. N.W.
Phone Number 68396
Transmitter Location.....20th St. & Whipple Rd., N.W.

WCMW

CANTON—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Phone Number.....5-9475
Transmitter Location.....Hills & Dales Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Capitol, World
Representative .....Sears & Ayer
Membership .....BAB
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Commercial Manager.....Ronald Stranathan
Pgm., Prod. Director.....Robert Valliquette
Chief Engineer.....Robert Leedham
Consulting Engineer.....Herbert Wilson

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Ouerated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
Phone Number 6-7166
Transmitter Location .....Richville
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
General Manager.....Joseph K. Vodrey
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Sales Prom. Mgr., Pub. Dir.....Marian Zwallen
Program Director .....James Roberts
News Director .....Al Frances
Musical Director.....Charles Pickens
Chief Engineer.....Kenneth L. Sliker
Farm Editor.....John Baker
Consulting Engr. .....Ring & Clark

WBEX

CHILLICOTHE—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address....27 E. Second St.
Phone Number 2244
Transmitter Location.....Carlisle Hill
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, BAB
General Manager.....Truman Morris
Sta., Sales Prom. Mgr.....William R. Mnich
Program Director.....Donald Dick
Pub. Dir., Chief Anncr.....Dave Achor
News Director.....Ron Johnson
Chief Engineer.....Harold Counts

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time.....24 Hrs.
News Service .....INS
Transcription Service....Standard, Associated
Representative .....Thomas Welstead
Membership .....NARTB, BAB
President, General Manager.....L. B. Wilson
Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
News Director.....John Murphy
Record Librarian .....Essie Rupp
Farm Editor .....Frank Sommerkamp
Consulting Engr. .....Andrew Ring

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone Number.....Capitol 0777
Studio Address.....2345 Symmes St.
Transmitter Location.....659 E. 6th St.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Dir.....Glenn Clark Miller
Pgm., Prod. Dir.....Earl Corbett
Publicity Director.....Jack Sebastian
News Director.....Robert Otto
Chief Engineer.....Paul Adams

WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Phone Number.....Woodburn 0550
News Service .....AP
Transcription Service .....Lang-Worth

Representative .....Katz
Membership .....NARTB
Exec. Vice-Pres.....Hulbert Taft, Jr.
General Manager.....H. E. Fast
Promotion Manager.....W. B. Hines
Local Sales Mgr.....Joel W. Stovell
National Sales Mgr.....Kenneth W. Church
Program Director.....Paul Shumate
Production Director.....Byron Taggart
Chief Engineer.....George Wilson

W L W

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp.
Address.....Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location .....Mason
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Chairman of Board.....James D. Shouse
Pres., General Mgr.....R. E. Dunville
Commercial Manager....Harry Mason Smith
Dir. of Sales Prom.....Edward G. Feinthel
Program Director.....William P. Robinson
Prod. Dir., Chief Anncr.....Chester A. Herman
Publicity Director.....Gilbert Kingsbury
News Director.....Dallas DeWeese
Gen. Mgr. of Music.....Milton Weiner
V.P. in Chrg. of Engineering....R. J. Rockwell
Dir. of Farm Prog. Dept.....Roy Battles

(*See Page* 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buckeye Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068
Transmitter Location.....Mt. Healthy
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Representative .....Avery-Knodel
President.....George B. Storer
General Manager.....J. Robert Kerns
Commercial Mgr.....Robert H. Boulware
Program Director.....Charles Black
Chief Engineer.....William Symons

W D O K

CLEVELAND—1950—LBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number.....Main 1-3370
Trans. Location..Rockside Rd., 7 Hills Village
Air Time.....24 hrs.
News Service.....UP, INS
Transcription Service .....SESAC
Pres., Gen. Mgr.....R. Morris Pierce
Asst. to Pres.....Frederick C. Wolf
Program Director.....Charles Hoover
Chief Engineer.....William Pettepiece

W E R E

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts d.
5000 Watts n.
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone Number.....SUperior 1-9600
Transmitter Location..Ridge Rd., N. Royalton
Air Time.....5:30 a.m.-1:00 a.m.
News Service .....AP, INS
Transcription Service.....Lang-Worth, World
Membership .....NARTB
President.....Ray T. Miller
Gen., Sta. Mgr.....Bob Neal
Commercial Manager.....O. Keith Baldwin
Publicity Director.....Ed Stevens
Sales Promotion Manager.....Ed Paul
Program Director.....John Kurtz
Production Director.....John Wellman
Chief Engineer.....M. L. Snedeker
Consulting Engineer.....George Adair

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGAR Bcstg. Co.
Address .....Hotel Statler
Phone Number.....Prospect 1-0200
Transmitter Location..Broadview & Akins Rd.,
Broadview Hts.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....INS, UP
Transcription Service .....World
Station Representative .....Petry
Membership .....NARTB
President.....John F. Patt
General Manager.....Carl E. George
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Production Director.....Stanley Gee
Publicity Director.....Robert Smith
Chief Announcer.....Charles Roberts
News Director.....Charles Day
Musical Director.....Henry Pildner
Chief Engineer.....Bob Fox

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.

Business-Studio Address....500 Euclid Avenue
Phone Number.....Express 1-5000
Transmitter Location.....Pleasant Valley Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....ASCAP, BMI
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Sterling Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....J. B. Maurer
Sales Prom. Manager .....Louis Oswald
Program Director.....C. M. Hunter
Production Director.....James Aubele
Chief Engineer.....R. H. DeLany
Consulting Engr.....Carl E. Smith

WJMO

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WJMO Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number .....SUperior 1-4424
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
President.....W. J. Marshall
Sta.-Gen. Mgr. .....Dave Baylor
Commercial Manager.....Robert Detchon
Pgm., Prod. Director.....Paul Nakel
Chief Announcer.....Paul Nakel
News Director.....David Stashower
Chief Engineer.....Thomas Ghidiu
Consulting Engr. .....George Davis

WJW

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number .....SUperior 1-0101
Transmitter Location.....North Royalton
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....H-R Representatives, Inc.
President.....William M. O'Neil
Vice-President .....Lawrence Webb
General Manager.....William Lemmon
Program Director.....Bruce MacDonald
Chief Engineer.....Gerold G. Roberts

WSRS

CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.

WE COUNTED THE CUSTOMERS!

Ratio of Results

	WJMO	Newspapers
Prospects Produced	14.0	9.0
Awareness of Medium	19.1	6.8
Impact of Advertising	14.0	3.9
Sales	5.0	3.3

We took the guesswork out of WJMO's sales effectiveness! We compared the results of WJMO produced customers with those produced by Cleveland's three daily newspapers.

Last in the maze of research mumbo-jumbo with which radio has been burdened during the past few years, we reverted to the old-fashioned idea that a client is mainly interested in how many sales his advertising creates per dollar spent. Therefore, we went to the advertiser's place of business (automobile agency) and interviewed every customer who entered his establishment for two weeks. No share of audience, no comparative ratings, no colored marbles, no 'if come' phrases and no research double talk. We just counted the customers and . . .

DOLLAR FOR DOLLAR WJMO OUTPRODUCED THE THREE CLEVELAND DAILY NEWSPAPERS!

WJMO

Adam J. Young, Jr., Inc.
National
Representatives

1000 WATTS
in
CLEVELAND

Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....ERieview 1-2005
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr., Pgm. Dir.....S. R. Sague
Commercial Mgr.....Jack D. Kelly
Sales Promotion Manager.....Will Dougherty
Production Director.....Stan Dale
Musical Dir. .....Lenabelle Guerin
News Director .....Bob Engel
Chief Engineer.....Ben Whittaker

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50.000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza, N. Y.
Phone Number .....CHerry 1-0942
Transmitter Location .....Brecksville
Air Time .....5:30 a.m.-1 p.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NARTB
President (NBC).....Joseph H. McConnell
General Manager .....John McCormick
Pgm., Prod. Dir.....Joseph Bova
Sales Manager.....Eugene Myers
Pub. & Prom. Director....Clement G. Scerback
Dir. Pub. Affairs.....J. E. Hines
News Director .....Edward Wallace
Engineer-in-Charge.....S. E. Leonard
Consulting Engr. .....NBC Engineers

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Transmitter Location.....1037 Barnett Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associate
Representative .....John Blair
Membership .....NARTB, BAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr

"BEST BY TEST!!"-
IN THE CLEVELAND MARKET
WSRS
The Family Station!!
CLEVELAND'S ONLY NEWS STATION
ON THE AIR . . . 24 HOURS DAILY
'ROUND THE CLOCK
LOCAL NEWS EVERY SIXTY
MINUTES ON THE HALF
HOUR 'ROUND THE CLOCK
WSRS
CLEVELAND
ASK FORJOE FOR THE COMPLETE SUCCESS STORY!!

Sales Prom. Director.....Jim Yerian
Program Director.....Geer Parkinson
Chief Announcer.....Russell Canter
Musical Director.....Paul Neal
News Director .....Chet Long
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pixley's, Inc.
Business-Studio Address..E. Broad & Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
News Service..... .....AP, UP
Transcription Service.....Lang-Worth, World
Representative .....H-R Reps., Inc.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....L. A. Pixley
Program Director .....Phil S. Bradford
Chf. Ann., Pgm. Dir.....William L. Belaney
Publicity Director.....Margie J. Ruddock
Chief Engineer.....Harold E. Beard
Consulting Engr. .....Robert M. Higgy

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....22 E. Gay St.
Phone Number.....Adams 1101
Transmitter Location.....901 Obetz Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
President .....Sterling Graham
V.P., Gen.-Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program-Production Dir.....John B. Moses
Publicity Director .....Rita Thomas
Chief Ann., News Dir.....Budd Sweeney
Musical Director.....John Kenward Agnew
Chief Engineer .....William C. Minor
Consulting Engr.....United Bcstg. Co.

WVKO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Skyway Bcstg. Corp.
Address.....274 S. 3rd St.
Phone Number.....Main 5247
News Service.....UP, INS
Transcription Service.....Associated, Capitol
Representative .....Forjoe
President .....Gustav Hirsch
General Manager.....Bert Charles
Commercial Manager.....Robert Hill
Promotion Manager....Mary Ladyne Weaver
News, Farm Director.....John Terry
Chief Engineer.....Gene Liggett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone Number 1560, 2140
Transmitter Location .....Roscoe
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Bruce Wallace
Commercial Manager.....James Sigman
Pgm., News Director.....Michael Joseph
Production Director.....Mark Lucas
Publicity Director.....Lynn Burkholder
Promotion Dir.....William Kirk
Chief Engineer.....Eugene Wiggins
Consulting Engr. .....Jansky & Bailey

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
Transmitter Location..Hempstead Rd., R.R. 2
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Representative .....Bolling
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Program Director.....Wade H. Alley
Chief Engineer.....Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....ADams 3288
Transmitter Location.....E. David Rd.
Air Time.....6 a.m.-1:30 a.m.
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Exec. V.P.....John Pattison Williams
General Manager .....Adna Karns
Program Director.....Arthur L. Martin
Prod.-Musical Dir. .....Charles G. Reeder
Publicity Director.....Jean Broome
Chief Engineer.....H. Lloyd House
Consulting Engr. .....George C. Davis

WONE

DAYTON—1949—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.

Address.....5 S. Jefferson St.
Phone Number.....Michigan 6501
Air Time.....19 Hrs.
News Service .....AP
Transcription Service .....Capitol
Representative .....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
National Sales Mgr.....Jack Thornquest
Commercial Manager.....William J. Warren
Sls. Prom. Mgr., Pgm. Dir. Ronald B. Woodyard

WONW

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By....Defiance, Bryan, Poulding Bcstg. Co.
Address.....U. S. Route 24
Phone Number 32226
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
President.....Richard W. Crowell
Gen., Sta., Comm. Mgr.....Glenn R. Thayer
Program Director.....Walter Weaver
Consulting Engineer.....Harold B. Rothrack

WJER

DOVER—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address .....210 Blvd.
Phone Number 42-126
Transcription Service .....World
News Service .....UP
Representative.....Robert S. Keller
Owner.....Agnes J. Reeves Greer
General Manager.....Ford Billings
Commercial Manager.....John C. Needs
Pgm., Prod. Director.....Donald W. Wolford
Chief Engineer.....William McClellan
Farm Editor.....Wesley Greenfield

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc.....Power: 1000 Watts d.
Business-Studio Address....Pottery Bcstg. Co.
Phone Number.....Main 5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....7 a.m.-sunset
News Service .....UP
Membership .....NARTB, BAB
President.....Earl D. Eisenhower
Gen., Sta., Comm. Mgr.....Paul B. Saliner
Pgm., Prod. Dir., Chief Ann..Douglas Bateman
News Director.....Joseph Pugia
Musical Director.....June Bateman
Chief Engineer.....William Siebenthal
Consulting Engineer.....Weldon & Carr

WOHI

EAST LIVERPOOL—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone Number.....Main 1490
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant Co., Inc.
President, Manager.....Richard V. Beatty
Gen., Comm. Mgr.....Richard E. Kaiser
Program Director.....Bob Metcalf
Chief Engineer.....Mike Battle

WEOL

ELYRIA-LORAIN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone Number 2255
Transmitter Location .....Grafton
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Capitol
Membership .....BAB
President .....Roy W. Ammel
Gen.-Sta.-Comm. Mgr.....Maurice J. Condon
Sales Prom. Manager.....Douglas Lillico
Pgm. Dir., Chief Ann.....Viets Collister
Production Director.....Bill Reid
Publicity Director.....Jack O'Brien
News Director.....Don Kirk
Chief Engineer .....Gerald McCasland
Consulting Engr. .....Weldon & Carr

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Bus.-Studio Address....101½ W. Sandusky St.
Phone Number.....Main 1330
Transmitter Location.....2½ Mi. SE Findlay
Air Time.....Local Sunrise-Local Sunset
News Service.....INS, UP
Transcription Service.....Thesaurus
Membership .....BAB
President.....R. L. Heminger
Gen., Sta., Comm. Mgr....Harold H. Heminger
Program Director.....Allen P. Dudley
Chief Engineer.....Edgar C. Smith

WFRO

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolf Bcstg. Corp.
Address.....905 W. State St.
Phone Number.....Main 3401
Transcription Service.....Thesaurus, World
News Service .....INS
President.....Robert F. Wolfe

General Manager.....R. C. Force
Comm., Prom. Mgr.....J. Waddell Kerr
Pgm., Farm Director.....Frank Swartz
Chief Engineer.....Allen Kauble

WJEH

GALLIPOLIS—1950

Frequency: 890 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Box 244
Phone Number 1160
News Service .....UP
Transcription Service .....Capitol
Representative .....Grant
President.....John E. Halliday
General Manager.....Truman A. Morris
Promotion Manager.....Mrs. Phyllis W. Sheets
News Director.....Mrs. Leanna S. Haskins
Chief Engineer.....Paul Franzel

WMOH

HAMILTON—1944—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
President.....Robert J. Briede
Gen., Comm. Mgr.....Robert L. Odson
Program Director.....Robert F. Spina
News Dir., Chief Ann.....Joseph Weckerle
Chief Engineer.....Joseph Briggs

WIRO

IRONTON—1951—NBC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Phone Number 360
Air Time .....6:30-M.
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Glacus G. Merrill
Station Manager.....Robert Edge
Commercial Manager.....Dempsey McFann
Program Director.....Edward Paulin
Production Director.....Donna Mae Seicrist
Chief Engineer.....Chester Christensen
Consulting Engineer.....Beryl Snyder

WHOK

LANCASTER—1948

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Phone Number 4500
News Service .....AP, UP
Transcription Service .....Thesaurus
Representative ..... McGillvra
President .....Walson Emery
Gen., Comm. Manager.....J. E. Brown
Program Director.....Benny Bee
News Director.....Donald W. White
Chief Engineer.....Charles R. Houston

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number 6-3841
Transmitter Location.....2500 McClain Rd.
News Service .....AP
Representative .....Weed
Membership .....NARTB, BAB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
News Director.....Don Sherwood
Program Dir.....Ester Straker
Chief Engineer.....A. J. F. Smith
Consulting Engr.....George Davis

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WLOK, Inc.
Business Address.....Nat'l Bank Bldg.
Phone Number 6-3411
Transmitter Location..... Rice Ave.
News Service .....UP
Representative.....H-R Reps., Inc.
President.....L. A. Pixley
Gen., Sta. Mgr.....Robert O. Runnerstrom
Sales Prom. Mgr., Pub. Dir.....Pete Stanley
Program Dir.....Dave Lee
News Director.....Lyle Lee
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Phone Number 4235-6
Transmitter Location.....Longview Ave.
Air Time .....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....The Taylor Co.
Membership .....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prod.-Mus.-Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Buisness Address.....P. O. Box 201
Phone Number 1690
Studio-Transmitter Location.....409 Oakwood Ave., Williamstown, W. Va.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....W. S. Grant
President.....William G. Wells
General Manager.....R. Sanford Guyer
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone Number 2-6666-7
Transmitter Location...¼ Mi. N. of city limits
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Horace Stovin, Canada
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....Robert M. Sprouse
Prom. Mgr., Pub. Dir.....R. T. Mason, Jr.
News Director.....Joe Ionne
Musical Director.....Richard Stadler
Chief Engineer.....Francis Joseph Peters

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d. 100 Watts n.
Owned-Operated By.....Paul F. Braden
Address-Trans. Loc.....Lebanon-Coles Rd.
Phone Number 2-3625
Air Time.....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Sesac
Pres., Gen., Sta. Mgr.....Paul F. Braden
Commercial Manager.....Ranny Daly
Prog., Prod. Dir.....Jack Kistler
News Director.....Harold Calvin
Traffic & Pub. Dir.....Jean Murphy
Musical Director.....Jack Sheehan
Chief Engineer.....Larry Beckwith
Farm Editor.....Homer Tingle
Continuity Director.....Jean Anne Young
Consulting Engineer .....George Davis

WCLT

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address .....Newark, Ohio
Phone Number 4007
Transmitter Location....Jackson Rd., Route 13
Air Time.....6:45 a.m.-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Meeker Associates
Membership .....NARTB
President.....Frank W. Spencer
General Manager.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....Lewis Greenough
Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone Number 1420-1
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Pres., Gen., Comm., Sta. Mgr...Richard E. Hunt
Pub.-Pgm.-Production Dir.....Robert Bubp
Musical Director.....Anne Steenrod
Chief Announcer.....Kenny Rench
News Director.....Bill Fox
Chief Engineer.....Bob Blaney
Consulting Engr.....Odes E. Robinson

WPFB

Middletown-Dayton-Hamilton

Serving 2 million people
1 million of which are in
rural areas & small communities

Daily news broadcasts
from newspaper offices in

- Miamisburg
- Oxford
- Lebanon
- Eaton
- Leesburg
- Germantown

910 Kc 1000 Watts

Middletown, Ohio

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
Phone Number 2-1961
Transmitter Location..6½ Mi. N. of Portsmouth
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Dean Sturm
Prod., Musical Director.....Phil Phillips
Publicity Director.....Lillian Sagraves
Chief Announcer.....Bill Dawson
News Director.....Frank Balmert
Chief Engineer.....Russell Newman
Consulting Engineer.....Wm. L. Foss

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Trans. Address....1009 Gallia St.
Phone Number 3-2111
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative.....The Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
Director of Radio.....Eugene Carr
Station Comm. Mgr.....Gerald F. Boyd
Production Director.....Mary Bercini
Program Director.....E. G. Sheridan
News Editor.....E. L. Kaufman
Chief Engineer.....Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....1640 Cleveland Rd.
Phone Number 5170
Air Time..... 6a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Worth, Associated
Membership .....NARTB, BAB
Pres., General-Station Mgr....Albert E. Heiser
Commercial Manager.....Ralph S. Silver, Jr.
Program Director.....Ray Sherman
News Director.....Irwin Hunt
Chief Engineer.....Jay Leibach
Consulting Engr.....George Davies

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans.-Address .....117 W. High St.
Phone Number 3-4955
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
Station Manager.....Arthur L. Martin
Program Director .....Robert Christol
Promotion Manager.....John McEnaney
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....Guardian Bank Bldg.
Phone Number 3-4676
Transmitter Location.....801 Bechtle Ave.
News Service .....UP
Representative .....McGillvra
President, Gen. Mgr.....Chester R. Hinkle
Commercial Manager.....R. D. Chew
Program Director .....Paul Miller
News Director.....Bill Morgan
Chief Engineer.....Fred Eckardt

WWSO

SPRINGFIELD—1947—LBS-KBS

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Address.....Spring & High
Phone Number 3-6488
Transmitter Location .....Arthur Rd.
Air Time .....Sunrise-Sunset
Transcription Service .....M. M. Cole
President .....Bradley Kincaid
Commercial Mgr.....E. Paurnelle
Program Director.....Ford Rush, Jr.
Chief Engineer .....Ed Stuepak

WSTV

STEUBENVILLE—1940—MBS—OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265-6-7
Transmitter Location.....Altamont Hghts.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....Jack N. Berkman
Gen.-Comm.-Sta. Mgr.....John J. Laux
Pgm., Prod., Pub. Dir.....Joseph M. Troesch
News Director.....Scott McMurray
Chief Engineer.....Charles S. Shepherd
Consulting Engr. .....George C. Davis

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fort Industry Co.
Bus.-Studio Address.199 Pierce St., Birmingham
Phone Number.....Midwest 4-7700
Transmitter Location.....R.F.D. Oregon Rd.
News Service.....INS, UP
Transcription Service.....World, Lang-Worth
Representative .....Katz
President.....George B. Storer
Managing Director.....Ailen L. Haid
Local Comm. Mgr.....Westford F. Shannon
Program Director.....Robert Evans
Promotion Manager.....Richard Gourley
News Director.....James Uebelhart
Chief Engineer.....William M. Stringfellow

WTOD

TOLEDO—1946—LBS

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location..Byrne & Arlington Rds.
Air Time .....6 a.m.-sunset
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Headley-Reed
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Sunne Miller
News, Program Director.....Doug Tabner
Sales Promotion Mgr.....John Koerber
Production Director.....Richard Rice
Musical Director.....Larry Owens
Chief Engineer.....Robert Sowers
Consulting Engr. .....George Adair

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone Number.....Adams 3291
Air Time.....19 hrs.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Sales Prom. Mgr., Pgm.-Pub.-
Prod. Dir. .....Bob Krieghoff
Chief Ann., News Dir.....Charles Baxter
Musical Director.....Lee Leali
Chief Engineer.....Harold Holmes
Consulting Engr. .....Andy Ring

WRFD COVERS OHIO

- Primary coverage area includes 4,866,698 people with nearly $5 billion of buying power.
- Reaches 199,359 farm families who have more than a billion dollars in spendable income.
- Listened to by 57% of the farm people in Ohio.

Write today for complete Market Data on WRFD prepared by A. C. Neilson Jr.

5000 WATTS

880 KC

WRFD COVERS OHIO

Worthington Ohio

Represented nationally by

O. L. Taylor Company

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St.
Phone Number 2212-9
Transmitter Location.....Lordstown Center
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service .....Associated, SESAC
Representative.....Joseph Hershey McGillvra
President.....Helen Hart Hurlbert
General Manager.....H. R. Farrall
Sta., Comm. Mgr., Pgm., Prod. Dir. Carl J. Raymond
News Director.....Bill Loftus
Chief Engineer.....Robert E. Hardy

WWST

WOOSTER—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Phone Number 760
Transmitter Location..1.8 Mi. E. of City, Rte. 30
News Service .....AP
Transcription Service.....Capitol, World
General Manager.....E. B. Evans
Commercial Manager.....K. S. Gordon
Program Director.....R. E. Heeter
Chief Engineer .....Willis Sherman

WRFD

WORTHINGTON—1947—LBS

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Phone Number .....FR 2-5342
Transmitter Location.....Powell Rd. & Rte. 23
News Service .....AP, INS
Transcription Service .....Thesaurus
Representative .....O. L. Taylor Co.
President.....M. D. Lincoln
Vice-Pres., Gen. Mgr.....Herbert E. Evans
Comm. Station Manager.....J. D. Bradshaw
Program Director .....Robert C. Miller
News Director .....Winfred C. Arthurs
Production Manager.....Bob Geis
Chief Engineer .....Harold Schaaf
Farm Editor...Robert C. Miller, Clyde Keathly

(*See Page* 583)

WBBW

YOUNGSTOWN—1949

Frequency: 1240.....Power 250 Watts d.
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Theatre Bldg.
Phone Number 44421
Transmitter Location.....418 Knox St.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, INS
Trans. Serv.....Associated, Lang-Worth
Station Representative..... Forjoe & Co.
Membership .....NARTB, BAB
President.....John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
Program Director.....Tony Ross
Publicity Director.....Dorothy Park
Chief Engineer.....John Cherpack, Jr.

WFMJ

YOUNGSTOWN—1939—ABC-NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone Number 3-4121
Transmitter Location.....Boardman-Poland Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr....William F. Maag, Jr.
Comm. Mgr.....Leonard E. Nasman
Program Director Ronald W. Richards
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Bus.-Studio Address.....2930 Sunset Blvd.
Phone Number 2-1145
Transmitter Location.....3930 Sunset Blvd.
News Service.....UP, AP
Transcription Service.....World, Lang-Worth, McGregor
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Dir.....J. Lothair Bowden
Promotion Mgr.....Howard Rempes
Prog., Prod. Dir.....Don Brice
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number 2-5431
Transmitter Location.....Newark Rd.
News Service.....AP, UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President .....Clay Littick
Gen., Station Manager.....Vernon A. Nolte
Commercial Manager.....Nate Milder
Chief Engineer.....William A. Hunt

OKLAHOMA

Pop. April 1, 1952 (Est.) 2,231,000—Total Housing Units 715,418
Families April 1, 1952 (Est.) 623,000—Stations in State 43

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number 12-3
Studio-Transmitter Address....No. Broadway
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morria
Prod., Music Dir.....Zelma Dean Woods
Publicity Director.....Nadine Mullinax
Pgm. Dir., Chf. Anncr.....Monte C. Bell
News Director.....Charles Seybert
Chief Engineer.....George Miller
Consulting Engineer.....Weldon & Carr

KWHW

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business Address.....Radio Bldg.
Phone Number 1405
Studio-Add. Trans. Loca.....E. Bradford
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number 3030
News Service .....AP
Transcription Service.....World, SESAC
Representative.....The Taylor Co.
Membership .....NARTB
General Manager.....Albert Bloom
Sta., Comm. Mgr.....J. E. Bloom
Program Director.....Dolly Dutton
Publicity Director.....Gayley Varnell
Chief Announcer.....Heywood Vaughn
Chief Engineer.....William E. Kolb

KWON

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location.....9 Mi. NE on U. S. 75
President, Manager.....J. Fred Case

KWCO

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address .....KWCO Bldg.
Phone Number 2899
Transmitter Location.....4th & Grand
Air Time.....6 a.m.local sunset
News Service .....AP
President.....P. D. Jackson
Program Director.....Lorine Null
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949—LBS

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Box 706
Phone Number 617
Transmitter Location.....Neptune Park
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Chief Engineer.....Hugh Gaston
Consulting Engr.....Colton & Foss

KRHD

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address.....Hway. 81 at Pine St.
Phone Number 1350
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....R. H. Drury
Sta., Comm. Mgr.....Leo Morris
Sales Prom. Mgr.....Joe Fisher
Pgm., Prod., Pub. Dir.....Henry Mattison
Chief Engineer.....William D. Buford

KSEO

DURANT—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Box 511
Phone Number 2200
News Service .....AP
Transcription Service .....Standard
Partners.....R. F. Story, Bennett Story
General Manager.....Leroy Moses
Chief Engineer.....Curtis Parish

KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address....150 North Randall
Phone Number 731
Transmitter Location.....No. Randall
Manager.....Lonnie J. Preston

KCRC

ENID—1931—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower
Phone Number 447
Transmitter Location.....318 E. Willow
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....O. L. Taylor Co.
Membership.....NARTB, BAB
President.....Milton B. Garber
General Manager.....Guy B. Farnsworth
Commercial Mgr.....H. P. Hale
Publicity, News Dir.....Cecil E. Hill
Chief Engineer.....Murray D. Coleman

KGWA

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Phone Number 4230
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Rambeau
President .....George Hutchison
General Manager.....H. J. Godschalk
Commercial Manager.....Hi Roberts
Program Director.....Tom Belcher
Chief Engineer.....William Teitzel Jr.

KTAT

FREDERICK—1948—KBS-LBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
Phone Number 1010
Transmitter Loc.....1 Mi. W. of City Hway. 5
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Hil F. Best
General Manager (Ptnr.).....J. D. Jones, Jr.
Program Director (Ptnr.).....Mary Wheeler
Comm. Mgr., Pub. Dir.....Evelyn Jones
News Dir., Chf. Engr.....Dan Jones
Consulting Engr. .....Guy C. Hutcheson

KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....Box 77
Phone Number 888
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.
Commercial Manager.....Ed Slater
Chief Engineer.....Herbert L. Noyes

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner
Transmitter Location .....315 E. 11th St.
Phone Number 1070
Air Time .....Sunrise-sunset
News Service .....AP
President, Gen.-Sta. Mgr.....T. J. Shriner
Commercial Manager .....M. J. Shriner
Prom. Manager .....A. C. Ferguson, Jr.
Pgm.-Prod.-Pub. Dir. .....Jack Wickizer
Chief Announcer.....Herb Carnahan
Musical Director .....Barbara Evans
Chief Engineer.....Ted Shriner

KIHN

HUGO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Phone Number 1140
News Service .....AP
Transcription Service .....SESAC
President .....George Malone
Gen.-Comm. Manager.....Jim Hendrix
Program Director.....Dan Bridges
Promotion Manager.....Mrs. Billie Van Hoose
Chief Engineer.....Dalton E. Jones

KSWO

LAWTON—1941
ABC-OKLA. NET

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....406½ D Ave.
Phone Number 1380

Transmitter Location....1½ Mi. E. of Lawton
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....R. H. Drewry
General Manager.....Allan Page
Commercial Mgr.....Neil Ashlock
Sales Prom. Mgr.....Peggy Snell
Chf. Ann., Prog. Dir.....Morgan Roberts
Production Director.....Bill Wheatley
Chief Engineer.....Bill Buford

KNED

McALESTER—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....McAlester
Phone Number 1460
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Program Director.....Mildred Martin
Chief Engineer.....Ben Strotman

KTMC

McALESTER—1946—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....Municipal Bldg.
Phone Number 2411
Transmitter Location.....A & Grisler Sts.
News Service .....AP
Transcription Service .....Standard
Representative.....The Taylor Co.
President .....William Young
Commercial Manager.....Lee Hopper
Gen. Mgr., News Dir.....James O. Wilson Jr.
Chief Engineer.....Robert Schilb
Farm Editor.....Bill Gibbons

KGLC

MIAMI—1948—KBS-LBS WESTERN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Box 511
Phone Number 3303
Transmitter Location.....5 Mi. E. Miami
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Sam Bennet
Membership .....NARTB, BAB
President.....M. K. Hutts
General Manager.....Charles L. Unger, Jr.
Exec. Vice-Pres.....Kenyon Brown
Program Director.....Bill York
Chief Engineer.....Louis Stone
Consulting Engr.....A. Earl Cullum

KBIX

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address.....214-216 Wall St.
Phone Number 303
Air Time.....6 a.m.-12 M.
Transmitter Location....9th floor, Barnes Bldg.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....The Taylor Co.
President, Gen. Mgr.....Tams Bixby, Jr.
Comm., Sta. Mgr.....Walter W. Weber
Program Director.....Martin Thomas
Chf. Ann., News Dir.....Bob Carmack
Chief Engineer.....Eugene Edwards

KMUS

MUSKOGEE—1948—MBS

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number 656-7
News Service .....UP
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Program Dir.....George Overton
Chief Engineer.....James Keitel

KNOR

NORMAN—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone Number 474
Transmitter.....½ mile E. of city Hgy. 9
News Service .....UP
Transcription Service.....Standard, World
Partner .....William S. Morgan
President, Comm. Mgr.....Tol Dickenson
Program Director.....Gene Stansberry
Chief Engineer.....Don Daniel

KBYE

OKLAHOMA CITY—1946—LBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....9th & Broadway
Phone Number 3-2323-4-5
Transmitter Location.....55th & N. Eastern
Reprensentative .....Radio Reps
General Mgr.....Frank J. Lynch

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Byrne Ross

Business Address.....128½ W. Commerce St.
Phone Number 3-6358
Studio-Transmitter Address.....300 Block, SE 73rd St. & Shields Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NARTB, BAB
Owner, Pres., Gen. Mgr.....Byrne Ross
Prom. Comm. Mgr.....Fred Farha
Music Program Dir.....Mrs. Kathleen Burkett
Production Dir.....Monty Wells
Publicity Director.....Byrne Ross
Chief Anncr.....Grant Ladd
News Director.....Jack Reynolds
Chief Engineer.....Jay Davis
Consulting Engineer.....Commercial Radio

KOCY

OKLAHOMA CITY—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number 3-4333
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....M. H. Bonebrake
Sta., Comm Manager.....George Collison
Program Director.....David E. Loye
Chief Engineer.....Howard Hollars
Consulting Engineer .....Dillard

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number 2-3291
Transmitter Location .....Moore
Air Time.....5 a.m.-12 M.
News Service .....UP
Transcription Service....Standard, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Sales Prom. Mgr., News Dir....Ben H. Holmes
Commercial Manager.....Carroll Loos
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Consulting Engineer.....Paul Godley

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number 3-8352
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....O. L. Taylor Co.
President.....O. L. Taylor
Station Manager.....Edgar T. Bell
Commercial Manager.....E. L. Colbourn
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....Liberty Bank Bldg.
Phone Number 2-6367
Transmitter Location.....Reno & Eastern
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President .....Ralph Ball
Gen., Sta. Mgr.....Rex M. Lester, Jr.
Commercial Mgr.....Ross Baker
Pgm., Prod., News, Pub. Dir.....Bill Bryan
Chief Engineer.....John Witt

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....500 E. Britton Rd.
Phone Number.....Britton 2161
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....Katz
Membership .....NARTB
Pres., Gen. Mgr.....E. K. Gaylord
V.P. & Station Manager.....P. A. Sugg
Asst. Station Mgr.....Hoyt Andres
Commercial Manager.....Robert E. Chapman
Administrative Asst.....Eugene B. Dodson
Program Manager.....Paul Brawner
News Supvr.....Ewing Canaday
Public Rel. Mgr.....Ray Scales
Chief Announcer.....Wakefield Holley
Chief Engineer.....H. J. Lovell
Consulting Engineer.....A. D. Ring

KHBG

OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Box 1350
Phone Number 3646
Transcription Location.....20th St.
News Service .....AP
Representative .....Pearson

President .....Don Reynolds
Gen. Mgr., News Dir.....Dan Kenan
Program Director.....Bill Davis
Chief Engineer.....John Brenerman

KVLH

PAULS VALLEY—1947—KBS—LBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number 1470
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
President.....James T. Jackson
General Manager.....Phil Crenshaw
Program Director.....Mort Halpern
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1928—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Ponca City Publ. Co.
Address.....3rd & Cleveland
Phone Number 3311
Air Time.....6 a.m.-11 p.m.
Transmitter Location.....615 W. Grand St.
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....M. E. Sheid
Pgm., Prod. Dir.....William C. Maugans
News Director.....Gareth Muchmore
Chief Engineer.....Carrol Blewster

KOLS

PRYOR—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & S. Mill Sts.
Phone Number 1263
Transcription Service .....Standard
News Service .....AP
Owner-General Manager.....L. L. Gaffney
Commercial Manager.....Mrs. L. L. Gaffney
Chief Engineers.....Jack Merrill, Nathan Parsons, Jr.

KGFF

SHAWNEE—1930—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address.....Federal Natl. Bldg.
Phone Number 4390
Transmitter Location....Shawnee County Club
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Taylor Co.
President.....Oscar S. Stauffer
General Manager.....Wilford C. Dickson
Commercial Manager.....Bill Weaver
Program Director.....Geral Ziegler
Chief Engineer .....Robert Martin

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number 1831
Studio-Transmitter Loc..1½ Mi. S. on Hway. 40
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
President.....C. R. Bellatti
General Manager.....L. F. Bellatti
Program Director.....J. R. Bellatti
Chief Engineer.....Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone Number 4-2401
Transmitter Location.....21st & Yale Sts.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
President-Treas.....S. E. Avey
V.P., General Manager.....James L. Neal
Sales Promotion Manager.....Rusty Kirk
Program Director.....John B. Wheeler
Chief Engineer.....M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....13th & Boston
Phone Number 5-5555
Transmitter Location.....21st & Yale
Air Time .....Daytime
News Service .....UP
Representative .....Indie Sales
Membership.....NARTB, BAB
President .....Fred Jones
General Manager.....Lawson Taylor

KOME

TULSA—1938—MBS

Frequency: 1300 Kc.....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....Kome Bldg.
Phone Number 3-4121
Transmitter Location.....86th & S. Harvard
News Service .....AP
Transcription Service .....World
Representative .....Pearson

President.....John E. Brown Jr.
Exec. Vice-Pres.....Storm Whaley
General Manager.....Riley R. Gibson
Program Director.....Jean Arwood
News Director.....Don Bell
Chief Engineer.....Roy Brown

KRMG

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d., 25,000 n.
Owned-Operated By..All Oklahoma Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone Number 5-3291
Transmitter Location .....Keystone
Transcription Service .....Capitol
Air Time.....5:30 a.m.-M.
Representative .....John Blair
News Service .....AP
Membership .....NARTB, BAB
President.....Robert S. Kerr
Sta., Gen. Mgr.....Robert B. Jones, Jr.
Commercial Manager.....Frank S. Lane
Program Director.....David E. Wilson
News Director.....Glenn Condon
Publicity Director.....Dale L. Bethke
Chief Engineer.....Alden F. Wooster
Consulting Engr.....McIntosh & Inglis

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone Number 2-3191
Transmitter Location .....Turley
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....John T. Griffin
V.P. & Gen. Mgr.....John Esau
Commercial Mgr.....L. A. Blust, Jr.
Sales Prom. Mgr.....George Ketcham
Chief Announcer.....Ed Neibling
Program Director.....Karl Janssen
Production Director.....Harry Abbott
News Director.....Jack Morris
Musical Director.....Glenn Hardman
Chief Engineer.....Robert Snider
Farm Editor.....Al Clauser
Consulting Engr.....Paul F. Godley

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....2104 Philtower Bldg.
Phone Number 3281,-2
Transmitter Location.....11 Mi. E. of Tulsa Hway. 66
Air Time .....Unlimited
News Service.....UP, INS
Transcription Service.....Standard, World
Representative .....Edward Petry
President.....P. Q. Proctor
Sta., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr.....N. T. McClarin
Program Director.....Tom DeVore
Production Director.....John Henry
News Director.....Ken Miller
Musical Director.....Joe O'Neill
Chief Engineer.....Watt Stinson
Farm Editor.....Sam Schneider

KWSH

WEWAKA—1951—MBS

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Operated By.....KADA Bcstg. Inc.
Address .....Box 1260
Phone Number 1260-1261
Transmitter.....2 Mi. W. Wewoka, Hy. 270
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Bill Hoover
Station Manager.....Pat Murphy
Commercial Manager.....John Landreth
Chief Anncr., Pgm., News Dir.....Don Owen
Publicity Director.....Romane Rowland
Musical Director.....Betty Hughes
Chief Engineer.....Warren W. Abbott
Consulting Engineer.....Weldon & Carr

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22 & Cedar Sts.
Phone Number 1450
Air Time.....6 a.m.-10:15 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Continental
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer.....George Archer
Chief Announcer.....Mark Gaston

OREGON

Pop. April 1, 1952 (Est.) 1,577,000—Total Housing Units 526,482
Families April 1, 1952 (Est.) 504,000—Stations in State 45

KWIL

ALBANY—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone Number 1234
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Membership .....NARTB, BAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Pgm., News, Pub. Dir.....Ken McCoy
Commercial Manager.....Johnny Birrel
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....Mal Waltman
Publicity Director.....C. Copenhaver
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number 2-1351
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol
Membership .....NARTB
President.....Leslie V. Bahr
Gen. Mgr., Pub. Dir.....James A. Strickland
Comm., Prom. Mgr.....Hal K. Shade
Pgm., News Dir.....Doyle Seely
Chief Anncr., Engr.....L. Curtis Raynes
Consulting Engineer.....Grant Feikert

KAST

ASTORIA—1936—MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone Number 95
News Service .....AP
Transcription Service .....Standard
Representative .....McHugh
President.....Robert B. Chessman
Gen., Sta., Comm. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Production Director.....Irving Steinbock
Chief Anncr., Engr.....Bruce Whitwell
Consulting Engineer.....James Hatfield

KVAS

ASTORIA—1950—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Clatsop Video Bcstrs.
Address.....612 Commercial St.
Phone Number 41
Representative .....Coxcomb Hill
Transcription Service .....World
News Service .....UP
Membership .....NARTB
Gen. Mgr., Chief Engr.....L. E. Parsons
Comm., Prom. Manager.....J. W. Spencer
Pgm., Prod. Dir.....E. W. Littlehales

KBKR

BAKER—1939—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....2030 Auburn Sts.
Phone Number 140
Transmitter Location.....H. Street
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Lee W. Jacobs
Gen., Station Mgr.....Kenneth B. Lockwood
Commercial Mgr.....Milton L. Levy
Program Dir.....Kenneth Holden
Chief Engineer.....Walt Bobisud
Consulting Engineer.....Harold Singleton

KBND

BEND—1938—MBS

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone Number 848
Air Time.....6 a.m.-11 p.m.
Transmitter Address.....Butler Market Rd.
News Service .....UP
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NARTB
Gen., Sta. Mgr.....Frank H. Loggan
Comm. Mgr.....W. H. Barton
Pgm. Dir., Chf. Ann.....Kessler Cannon
Publicity Director.....Jack Thornton
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Bus.-Studio-Trans. Address.....505 Hall Bldg.
Phone Number 4321-4331

Air Time ..... Unlimited
News Service ..... UP
Reps..... Keating, Forjoe, O'Connell
President..... Sheldon F. Sackett
Vice-President..... Fred F. Chitty
Station Manager..... Phil Waters
Asst., Comm. Manager..... Jack Irvine
Program Director..... Brad Cole
Chief Engineer..... Nate Olson
Consulting Engineer..... Paul Leake

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... KWRO Bcstrs.
Address ..... P. O. Box 396
Phone Numbers..... 3961-3971
News Service ..... AP
Transcription Service. Associated, Cole, Capitol
Representative ..... Gene Grant
Pres., Gen. Mgr..... Walter L. Read
Station Manager..... William Cook
News Director..... Jim Hodges
Chief Engineer..... Phillip Linn
Program Director..... Patsy Barkwell
Consulting Engineer..... Grant Feikert

KRUL

CORVALLIS—1947
LBS-VIKING-KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Pacific States Radio Co.
Address Trans. Lot..... 1221 So. 15th St.
Phone Number 3-3322
Air Time..... 6:30 a.m.-12:05 p.m.
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Keating
President..... J. C. Haley
Gen., Sta. Mgr..... C. W. Peck
Commercial Manager..... Doris Peck
Chief Announcer..... Wayne Loerke
News Director..... Ted Carlson
Program Director..... Pat McHugh
Chief Engineer..... Steve Evans
Consulting Engr..... Grant Feikert

KODL

THE DALLES—1900—KBS-LBS

Frequency: 1230 Kc..... Power: 250 d., 100 n.
Owned-Oper. By..... Western Radio Corp.
Trans. Address..... Scenic Dr. nr. Sorosis Pk.
Phone Number 2300
Air Time..... 6:40 a.m.-10:30 p.m.
News Service ..... UP
Transcription Service ..... MacGregor
Pres., General Manager..... V. B. Kenworthy
Station Manager..... Paul E. Walden

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc..... Power: 1000 Watts
Owned-Oper. By..... Radio Air Ways, Inc.
Business Address Trans..... Day Island Rd.
Phone Number 5-3357
Air Time..... 6 a.m.-M.
News Service ..... UP
Transcription Service..... Capitol, SESAC
Representative ..... Donald Cooke
Pres., Gen. Mgr..... E. L. Kincaid
Commercial Manager..... Paul N. Plank
Program Director..... Laura Nidever
Asst. Mgr., Pub. Dir..... Clare Mattingly
Chief Engineer..... Norville M. Packard

KERG

EUGENE—1949—LBS-CBS

Frequency: 1280 Kc..... Power: 1000 Watts
Owned-Operated By..... Guard Pub. Co.
Address..... P. O. Box 506
Phone Number 5-4304
Transmitter Location..... Route 2
Air Time..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representative..... W. S. Grant
Membership ..... NARTB, BAB
President..... Alton F. Baker
Gen., Sta. Mgr..... L. W. Trommlitz
Commercial Manager..... Herb Michael
Pgm., Prod. Dir..... Reg Rose
Chief Engineer..... Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Lane Bcstg. Co.
Business Address..... P. O. Box 1032
Phone Number 4-4214
Studio-Trans. Location..... S. Willamette St.
Air Time..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Everett-McKinney
Membership ..... NARTB
Director ..... Glenn McCormick
General Mgr..... Lee Bishop
Commercial Mgr..... Bob Hillyer
Program-Production Dir..... Robert Eubanks
Publicity Dir..... Virgil Parker
Chief Engineer..... Floyd Viken

KUGN

EUGENE—1946—ABC

Frequency: 590 Kc..... Power: 1000 Watts
Owned-Operated By..... KUGN, Inc.
Business Address..... P. O. Box 590
Phone Number 4-6216
Studio-Transmitter Location..... Coburg Rd.
Air Time..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... McHugh, Meeker

Membership ....NARTB, BAB
President....C. H. Fisher
Sta., Gen. Manager....S. W. McCready
Commercial Manager....L. N. Young
Program Director....LeRoy Jolley
Chief Announcer....Ken Lomax
News Director....Robert Short
Chief Engineer....George Hathaway
Consulting Engr....Grant S. Feikert

KFGR

FOREST GROVE—1950

Frequency: 1570 Kc....Power: 250 Watts d.
Owned-Oper. By....Irving G. Schmidtke
Address....Rt. 2, Box 245
Phone Number 6091
Transcription Service....Standard, SESAC
News Service ....AP
Pres., Gen., Sta. Mgr....Irving V. Schmidtke
Sales Prom. Mgr., Pgm., Prod., Publ. Dir. Robert Peel
Chief Ann., Mus. Dir....Gene D. Jacobson
News Director....Allen Hoffard
Chief Engineer....Irving V. Schmidtke
Consulting Engineer....Stanton D. Bennett

KUIN

GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address....P. O. Box 148
Phone Number 4477
Studio-Transmitter Location..Redwood Hway.
Air Time....6 a.m.-11 p.m.
News Service ....AP
Transcription Service....World, McGregor
Representative....W. S. Grant
Membership ....NARTB, BAB
President....A. E. Voorhies
General Manager....E. A. Malone
Commercial Mgr....M. K. Ball
Program Director....Dave Allen
Chief Engineer....N. L. Williams

KIHR

HOOD RIVER—1950

Frequency: 1240 Kc....Power: 250 Watts
Owned-Oper. By....Ore.-Wash. Bcstrs.
Phone Number 8561
General Mgr., Ptnr....C. H. Fisher
Partner....C. O. Fisher
Station Manager....Don McCutcheon
Chief Engineer....Robert Houghlum
Consulting Engineer....Grant S. Feikert

KFJI

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By....KFJI Bcstrs., Inc.
Address....P. O. Box 692
Phone Number 22551
Transmitter Loc....Radio Hill
Air Time....6 a.m.-12 M.
News Service ....UP
Transcription Service ....World
Representative....W. S. Grant, Keating
Membership ....NARTB
President....W. D. Miller
General Manager....Dick Maguire
Sales Promotion Manager....Arlen Sanders
Chief Announcer....Chas. A. "Sandy" Poteet
News Director....John Barton
Chief Engineer....William P. Grimes
Consulting Engineer....Harold Singleton

KFLW

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By....Herald Publ. Co.
Address....P. O. Box 941
Phone Number 8115
Air Time....6 a.m.-M.
News Service ....AP
Transcription Service ....Standard
Representative ....Everett-McKinney
Membership ....NARTB
President ....Frank Jenkins
General Manager....Bud Chandler
Commercial Manager....Aaron Boe
Program Director....Marjorie Eagle
Chief Engineer....Gilbert Walters
News Director....Charles McFarlan
Farm Editor,....Paul Alexander

KLBM

LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By....Inland Radio, Inc.
Address....Old Oregon Trail
Phone Number 2201
News Service ....UP
Transcription Service ....Lang-Worth
Membership ....NARTB, BAB
President ....Lee Jacobs
General Station Manager....John G. Jones
Commercial Manager....Ken Lillard
Pgm. Dir....Evelyn Bridges
Chief Engineer....Murray Durham

KGAL

LEBANON—1950—KBS

Frequency: 930 Kc....Power: 1000 Watts d.
Owned-Oper. By....Linn County Bcstrs., Inc.
Phone Number 8631
Transcription Library ....Lang-Worth
News Service ....AP
President....W. Gordon Allen
Gen. & Comm. Mgr....Marcus F. DuLaunay
Program Director....Madeline Allen
Chief Engineer....Ed McElroy

KMCM

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone Number 3811
Transcription Service .....Lang-Worth
News Service .....AP
President.....Jack B. Bladine
General Manager.....Louis F. Gillett
Commercial Manager.....Glasco Branson
Chief Engineer.....Milt Muir

KMED

MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number 2-4000
Transmitter Location.....Ross Lane
News Service .....UP
Transcription Service...Thesaurus, MacGregor
Station Representative.....Meeker Assoc.
President .....Vern Robinson
General Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Chief Engineer.....Ray Johnson

KYJC

MEDFORD—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address .....Barnett Rd.
Phone Number 2-5277
Air Time .....6 a.m.-12 M.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Grant, McHugh
President .....Robert W. Ruhl
Gen., Sta. Mgr. .....Jimmy Dunlevy
Comm. Mgr.....Douglas Gaines
Pgm., Prod. Dir.....John Ahern
Chief Engineer.....Dick Woods
Consulting Engineer .....Grant S. Feikert

KNPT

NEWPORT—1948—LBS

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 276
Phone Number 560
Studio-Transmitter Address .....Newport
News Service .....AP
Transcription Service .....World
President, General Manager....Tom R. Becker
Commercial Manager.....Dan Kirch
Program Director.....Ed Warmoth
Chief Engineer.....Tom Bracanovich

KFIR

NORTH BEND—1951—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address.....1937 Union Ave.
Phone Number 5-7351
News Service .....AP
Transcription Service .....Standard
President.....Mrs. Josephine Bjarnson
Gen., Comm. Mgr., Chf. Engr.....Roger Spaugh
Prom., Pgm. Dir.....Sara Spaugh

KSRV

ONTARIO—1946—LBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....Box 540
Phone Number 212
Transmitter Location.....Hiway 30
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Oregon Trail
Transcription Service .....World
Membership .....NARTB, BAB
President.....Lee W. Jacobs
V.P., Gen. Mgr.....Gordon L. Capps
Commercial Manager.....John W. Powell
Program Director.....Ned Leibman
Chief Engineer.....Charles E. Harland
Consulting Engr.....Harold Singleton

KGON

OREGON CITY—1947—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number 1-5475
Studio-Transmitter.....Super Hiway, N.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
President.....Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.....Irwin S. Adams
Assistant Manager.....H. I. Jackson
Program Director.....Sonora Hoffman
Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number 1425
Studio-Transmitter Location..End of S.W. Sixth
News Service .....UP
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Program Director.....Denman Dayton
Chief Engineer.....Robert E. Fay

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mercury Bcstg. Co.
Bus.-Studio Address...3908 N.E. Sandy Blvd.
Phone Number.....MUrdock 1290
Transmitter Location.....Oaks Park
Representative .....Forjoe
News Service .....UP
Pres., Gen. Mgr., Pgm. Dir....Gordon Bambrick
V.P., Chief Engr.....Harold Krieger

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone Number.....CApital 1881
Transmitter Location .....Clackamas
Air Time.....5:30 a.m.-1 a.m.
News Service.....UP, INS
Transcription Service .....Associated
Station Representative.....Free & Peters Inc.
Station Manager.....J. B. Conley
Commercial Manager.....Robert H. Prigmore
Sales Promotion Manager..Charles L. Burrow
Program Director.....Mel Bailey
Production Director.....Jesse Leonard
News Director.....Robert L. Thomas

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Transmitter Location.....Rt. 5, Box 1025
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Associated, World, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Marshall Field
Gen.-Sta. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Ted W. Cooke
Production Director.....Willard Mears
Chief Announcer.....Duncan Macleod
News Director.....Lester Halpin
Musical Director.....Owen Dunning
Dir. of Engineering.....Louis S. Bookwalter
Farm Editor.....Luke L. Roberts

KPAM

PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230

AP SELLS

For Stations and Sponsors—

For instance . . . KGAL

"All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news."

GORDON ALLEN,
President,
KGAL, Lebanon, Oregon

THE SKY'S THE LIMIT IN THE KGW MARKET!

MORE PEOPLE WITH MORE TO SPEND ALL SET TO GIVE ADVERTISERS A ROUSING WESTERN WELCOME

Yes, sir! The fastest growing, biggest-spending market in the Oregon country can be covered most effectively on KGW.

Oregon's population has shown a net increase of 39.6% in the past 10 years. Every index of market prosperity has hit a new all-time high. Total per capita spendable income is up over 3½ million above last year.

ADVERTISERS who want big-market results will do well to consider KGW's prosperous Western families as prime prospects in 1952!

KGW PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED *NATIONALLY* BY EDWARD PETRY & CO., Inc.

Phone Number.....Broadway 7471
News Service .....AP
Transcription Service.....Associated, World
Pres., Comm., Gen. Mgr.....Stanley M. Goard
Program Director.....Alvin C. Yantiss
Chief Engineer.....Charles K. Dickson

KGW

PORTLAND—1922—NBC
N.W. TRIANGLE

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Transmitter Location.....No. Portland
Air Time.....6 a.m.-12 M.
News Service.....AP, INS
Transcription Service.....Lang-Worth, World
Representative .....Edward Petry
Membership .....NARTB, BAB
President.....Mrs. S. I. Newhouse
Station Manager.....H. Quenton Cox
Commercial Manager.....J. N. Wassan
Program Manager.....Donald Whitman
Chief Announcer.....Bob Franklin
News Directors.....Don Kneass, Chuck Foster
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold C. Singleton
Farm Editor.....Don Kneass

KPDQ

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....John W. Davis
Bus.-Studio-Trans. Address. 1008 S.W. 6th Ave.
Phone Number.....CA 9209
Transmitter Location.....Oaks Park
News Service .....AP
Transcription Service .....Associated
Pres., Gen. Mgr.....John W. Davis
Commercial Manager.....Dave Jack
Pgm., News Dir.....Fred Haskins
Chief Engineer.....Chuck Moore

KPOJ

PORTLAND—1932—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By...KPOJ, Inc., Portland Oregon Journal
Phone Number.....Broadway 3484
Studio Address.....1019 S.W. 10th
Transmitter Location.....P. O. Address R. 1, Box 2433
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President.....P. L. Jackson
General-Station Manager.....R. M. Brown
Commercial Manager.....Harry C. McLain
Sales Prom. Mgr., Publ. Dir.....Isabell Hoyt
Program Director.....Joseph T. Hallock
Chief Ann., Prod. Dir.....Jack Moys
News Director.....Vern Mueller
Chief Engineer.....Carol Saling
Farm Editor.....Alvin D. Bauer
Consulting Engrs.....McIntosh & Inglis

KWJJ

PORTLAND—1927

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KWJJ Bcst. Co., Inc.
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location.....4350 N. Suttle Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Wilbur J. Jerman
Prog., Dir., Comm. Mgr.....Jerry Speerstra
Prom. Mgr., Pub. Dir.....Ben Crosby
Chief Anncr.....Art Morey
Musical Director.....John Emmel
Chief Engineer.....Dwight Loomis

KXL

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number.....BR. 6451
Transmitter Location.....Harmony Twp.
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Pres., Gen., Comm. Mgr.....H. S. Jacobson
Program, Prom. Manager.....Jackson Fleming
News Director.....Ralph Wiegand
Chief Engineer.....Ralph Mifflin

KRCO

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Phone Number 6-239
Representative .....Gene Grant
Transcription Service .....Thesaurus
News Service .....UP
Pres., Gen., Sta. Mgr.....Norbert A. Miksche
Sales Promotion Manager.....Richard Burger
Program Director.....Les McKay
Chief Engineer.....Curtis Burnside
Consulting Engineer.....Grant Feikert

KRNR

ROSEBURG—1935—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....211 N. Main St., 134 N. Jackson St.
Phone Number 3-5551

Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Representatives .....John Keating
Membership .....NARTB, BAB
President .....Frank Jenkins
Station Manager .....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director .....Lyle Fenner
Chief Engineer .....Max Dick

KRXL

ROSEBURG—1950—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Phone Number 3-4464
Transcription Service.....Lang-Worth, Capitol, World
News Service .....UP
President.....Donn Radabaugh
Gen., Sta. Manager.....Iris Rice Helliwell
Commercial Manager.....Lon D. Hunt
Chief Engineer.....Ralph E. Smith

KGAE

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By....Allen, Truhan & Clark
Address .....Marion Hotel
News Service .....AP
Pres., Gen. Mgr.....W. Gordon Allen
Program Director.....Del Olney
Chief Engineer.....Gordon Allen

KOCO

SALEM—1947—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone Number 3-3108
Air Time.....8 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Associated.
Representative.....William G. Rambeau
General Manager .....Loring Schmidt
Program Director .....Carl Ritchie
Chief Ann., News Dir.....Gene Good, Jr.
Chief Engineer.....Robert Suing

KSLM

SALEM—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone Number 3-4831
Transmitter Location.....Kingwood Hghts.
Representative .....McKinney, Everett
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership .....NARTB, BAB
President .....Glenn McCormick
Gen., Comm. Mgr.....Earl Headrick
Sales Prom. Mgr., Pgm. Dir.....Dave Hoss
News Director.....Jim Danielson
Chief Engineer.....Clyde Carlton
Consulting Engr.....Grant Fiekert

KTIL

TILLAMOOK—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Star Route W.
Phone Number 1122
Representative .....John Keating
Manager .....Tom Hoover
Sales Manager.....Jim Kelly Jr.

PENNSYLVANIA

Pop. April 1, 1952 (Est.) 10,928,000—Total Housing Units 3,044,785
Families April 1, 1952 (Est.) 2,853,000—Stations in State 113

WAEB

ALLENTOWN—1949—ABC

QUAKER

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By: .....WAEB, Inc.
Address .....Center Square
Phone Number 4-9364
Transmitter Location .....Mickley
Air Time.....6 a.m.-1 a.m.
News Service ..... UP
Representative .....George P. Hollingbery Co.
President .....Howard Wasserman
General Manager.....Milton Laughlin
Program Director.....Thomas A. Earley
Chief Engineer.....William Gottshall
Consulting Engineer.....MacIntosh & Inglis

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.

Add. Trans. Loca. .....1125 Colorado St.
Phone Number.....Allentown 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription .....Thesaurus
Representative .....Robert Meeker
President.....Henry K. Bauman
Sta. Mgr., Pgm., Pub. Dir.....J. F. Chambers
Musical Dir.....Sydney Paul
Chief Engineer.....Gerald B. Werst
Consulting Engineer .....Lynne Smeby

WKAP

ALLENTOWN—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address ...P. O. Box 689, No. 7th St. Pike
Phone Number 3-3166
Transmitter Location.....No. 7th St., Pike
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
President.....N. Joe Rahall
Sta., Gen. Mgr. .....O. R. Davies
Program Director.....Marshall Cleaver
Chief Engineer.....C. Frank Cordaro
Consulting Engineer .....E. C. Page

WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number 4-9511
Transmitter Location .....Route 1
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley Reed
General Manager .....B. Bryan Musselman
Comm. Mgr.....Olivia P. Musselman
Dir. of Programs.....George Y. Snyder
Chief Engineer.....Reuel H. Musselman
Consulting Engineer .....Gautney & Ray

WFBG

ALTOONA—1924—NBC-QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Phone Number 6467
Transmitter Location.....Atop Gable Store
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB, BAB
President.....George P. Gable
General Manager .....John M. Snyder
Chief Ann., Pgm. Dir.....James Gates
Musical Director.....Allo Weiladt
Chief Engineer.....George Burgoon
Farm Editor.....Eugene Hammil
Consulting Engineer.....Craven, Lohnes & Culver

WJSW

ALTOONA—1947—MBS

Frequency: 1290 Kc....Power: 1000 d., 500 n.
Owned-Operated By.....Altoona Bcstg. Co.
Bus.-Studio Address.....1413 11th Ave.
Phone Number 9301
Transmitter Location.....Goods Lane, Logan Township
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....BAB
President.....Herbert T. Wolf
General Mgr.....Thomas W. Metzger
Station-Comm. Mgr.....James E. Moren
Sales Prom. Mgr.....D. Guy Chappie
Publicity Director.....Charles Flynn
Chief Engineer.....C. Irvin Metzger
Consulting Engineer .....George C. Davis

WRTA

ALTOONA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone Number 6646
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Robert Meeker
Membership .....NARTB
Pres., Gen. Mgr.....Roy F. Thompson
Sales Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Musical Director.....Robert Michaels
Publicity Dir.....S. Carlton Ayers
Chief Engineer.....George R. Burgoon

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address Trans. Loca. ....2801 Edgewood Dr.
Phone Number 8127
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Weed & Co.
President .....Emanuel S. Leopold
General Manager.....Robert G. Walter
Comm., Prom. Mgr. .....Will Union
Program Director.....Robert G. Walter
News Director .....John Riley
Chief Engineer.....Wiliam R. Butterbaugh

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Bus.-Studio Address Trans. Loca.....No. 4th
Phone Number 72-3921
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Cole, Thesaurus
General Manager .....Cecil F. Clifton
Sales Prom. Manager.....A. J. West
Comm. Mgr., Prod. Dir.....David T. Taylor
Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Phone Number 1010
Transcription Service....Thesaurus, Standard
News Service .....UP
Pres., Prom. Mgr.....Harris G. Breth
General Manager.....W. J. Thomas
Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number 4100
Transmitter Location.....New Brighton
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr. ..Frank R. Smith, Jr.
Prom., Comm. Mgr. .....Thomas B. Price
Program Director.....Charles H. Wilson
Production Director.....Jean E. Biggard
Chief Announcer.....George Allen
Chief Engineer..... .. Gerald Cushing

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number 6-8074-5
Transmitter Location....Eighth Ave. & Dell St.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB, BAB
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prod., Pgm. Dir.....Stefan George
Chief Engineer.....Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number 1700
Transmitter Location.....Bloomsburg RFD
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
President.....Robert R. Eyerly
Gen. Mgr.....Ed Darlington
Chief Engineer.....Robert Fulton

WHLM

BLOOMSBURG—1951—LBS

Frequency: 690 kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio
Address .....Hotel Magee
Phone Number 1800-1
Transmitter Location.....Scott Twp.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President .....Harry Magee
Manager.....Robert R. Williams
Chief Engineer.....Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1-1100
Transmitter Location .....N. Braddock Hilltop
News Service ..... UP
President, Gen. Mgr.....William G. Matta
Commercial Manager.....George Matta
Program Director.....George Bozic
Chief Engineer.....Richard G. Noullet

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Business Address.....43 Main St.
Phone Number 3173
Studio-Transmitter Location.....High St. Ext.
Air Time .....7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
News, Pub., Dir., Prom., Gen. Mgr..J. M. Cleary
Commercial Manager.....James Ponder
Chief Engineer .....Joseph Sudock

WBUT

BUTLER—1948—LBS

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Eagle Printing Co.
Phone Number 75-778
Transcription Service .....Thesaurus
News Service .....AP
President.....John L. Wise
Sta., Comm. Mgr.....Philip B. Hirsch
Sales Prom. Mgr.....Vernon L. Wise, Jr.
Program Director.....Joseph Laconi
Chief Engineer.....Gerald L. Coleman

WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
Phone Number 4701-2
Transmitter Location.....McKinley Ave. Ext.
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Membership .....NARTB, BAB
President.....Mrs. Georgia Rosenblum
News Dir., Sta. Mgr. .....Robert Kaufman
Pgm., Musical Dir.....Warren Ihlenfeld
Chief Announcer.....Edward Menke
Chief Engineer.....Paul Rex
Consulting Engineer .....George C. Davis

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd., Carbondale; 849 Main St., Honesdale, Pa.
Phone Number ..Carbon. 1230, Hones. 1230
Trans. Loca. .116 Salem Rd., Carbondale Twp.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Donald Cooke, Inc.
President .....William H. Ware
Gen., Sta. Mgr. .....W. Richard Carlson, Jr. (Honesdale Studio Manager ....Tut Perry)
Comm., Prom. Mgr. .....William Fletcher
Program Director .....Norah B. Carlson
Production Director.....John Krieger
Publicity Director .....Jean Lynady
Chief Engineer .....Robert G. Adams
Farm Editor .. (Honesdale Studios) J. McKeon
Consulting Engineer.....J. Gordon Keyworth

WLXW

CARLISLE—1948—KBS

Frequency: 1380 Kc....Power: 1000 Watts d.
Owned-Operated By.....Philip Mathews
Business Address.....Holly Pike
Phone Number.....Carlisle 1785
Studio-Transmitter Location....Mt. Holly Pike
News Service .....UP
President .....Philip Mathews
Chief Exec.....Florence Good
Chief Engineer.....Henry Palmer

WCHA

CHAMBERSBURG

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number 1110
Transmitter Location.....Route No. 6, Warm Spring Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Capitol, Associated
Representative .....Forjoe
Membership .....NARTB
Pres., Gen. Manager.....John S. Booth
Commercial Manager.....Earl P. Strine
Program Director.....Allen Saunders
Chief Engineer.....James McCurdy
Consulting Engineer .....Kear & Kennedy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Business-Studio Address.....Fifth St.
Phone Number 3-6551
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
President.....Dr. A. S. Sickman
Gen., Comm. Mgr.....C. R. Duvall
Chief Engineer.....Mel Wigand
News Director.....Bill Richards

WPWA

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address.....Box 30, Chester
Phone Number 3-1641
Trans. Loca. ....Brookhaven, Middletown Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Pres., Gen. Mgr.....Lou Poller
Station Manager .....Harry Simmington
Comm., Sales Prom. Mgr.....Burton Levin
Pgm., Prod. Dir.....Melvin Levine
Chief Announcer.....Paul Warren
Publ. News Director.....Mort Rosenman
Chief Engineer.....Harry Simmington
Consulting Engineer .....Russell P. May

WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number.....Chester 2-8861
Transmitter Location..Bridgewater Rd., RD 1
Air Time.....Sunrise-sunset
News Service.....UP
Prom., Gen., Comm. Mgr.....James M. Tisdale
Program Director.....Robert A. Hibbert, Jr.
Chief Engineer.....James M. Tisdale
Consulting Engineer.....John Creutz

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address.....215 Church St.
Phone Number.....5-5541
Transmitter Location .....R. D. Clearfield
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service ..Thesaurus, Associated
Membership.....NARTB, BAB
President.....W. K. Ulerich
Commercial Manager .....W. C. Plummer
Sta., Gen. Mgr., Pgm., Pub., News Dir.
W. J. Thomas
Production Director ...Miss Margaret Nemeth
Musical Director .....Joseph Milsop
Chief Engineer .....Llewellyn Duck
Consulting Engr.....John Mullaney

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....703 E. Chestnut St.
Phone Number.....2100
Transcription Service .....SESAC
News Service.....UP
Pres., Gen. Mgr.....William S. Halpern
Vice-President.....Richard Scully, Jr.
Pgm., News Dir.....Ellis Shook
Promotion Manager.....Donald Kimes
Secy., Chief Engr.....Louis N. Seltzer

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Transmitter Location.....Limestone Hill
Air Time.....7 a.m.-12 M.
News Service.....UP
Transcription Service.....SESAC, World
Membership.....NARTB, BAB
President.....Raymond Galiardi
Gen., Sta. Mgr.....Jack Craddock
Commercial Manager.....Howard McMeekin
Program Director.....Fran Roberts
Chief Announcer.....Dick Jessen
Chief Engineer.....Paul Queer

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....The Hart Bldg.
Phone Number.....220
Transmitter Location...Doylestown Township
News Service.....AP
General Manager.....William A. Lynch

WCED

DUBOIS—1941—CBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address..80 N. Park Pl.
Phone Number.....1700
News Service.....UP
Transcription Service.....SESAC
Representative .....McGillvra
President .....Harold Gray
General Mgr.....Jason S. Gray
Commercial Manager.....George Williams
Pgm., News Dir.....Ed Paul Finger
Promotion Manager.....Ken Johnston
Chief Engineer.....Bernard Gurewich

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone Number.....6131
Transmitter Location.....Williams Township
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative .....Robert Meeker
Membership.....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Elwood C. Anderson
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WERC

ERIE—1941—NBC

Frequency: 1260 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio Address .....121 W. 10 St.
Phone Number.....46367
Transmitter Location .....Robinson Rd.
Air Time.....6 a.m.-2 a.m.
News Service.....UP
Transcription Service ...Capitol, Lang-Worth
Representative .....Avery-Knodel
President.....Jacob A. Young

General Manager.....Charles E. Denny
Commercial Manager.....Art Ingram
Program Director .....Virginia Donachy
Chief Engineer.....Ken Hestor
Consulting Engineer.....Kear & Kennedy

WIKK

ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg. Co.
Bus.-Studio Address.....1021 State St.
Phone Number 2-3248,23-240
Transmitter Location .....Waterford
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....H-R Reps.
President .....Keith Kiggins
Gen., Sta. Mgr.....Ted Nelson
Program Director .....C. E. McElroy
Chief Engineer.....Clarence Baker
Consulting Engineer .....George Adair

WJET

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jet Bcstg. Co.
Address.....1635 Ash St.
Phone Number 4-6013
News Service .....AP
Transcription Service .....SESAC
Pres., Gen. Mgr.....Myron Jones
Commercial Manager.....Paul C. Rinehardt
Chief Engineer.....William Fleckenstein

WLEU

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address.....2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number.....23-327, 22-129
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
President.....Leo J. Omelian
V.P., Comm., Gen. Mgr. ....V. Hamilton Weir
Secretary .....Catherine Donatelli
Musical Director.....Anthony Conti
Consulting Engineer ....McNary & Wrathall

WGET

GETTYSBURG—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address .....Harrisburg Rd.
Phone Number 850
Air Time.....6 a.m. 12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr. Murray L. Goldsborough
Sales Promotion Manager.....Sebastian Hafer
Program Director.....Maurine Nelson
Publicity Director.....Edwin Shoop, Jr.
Chief Announcer.....Owen Voigt
Chief Engineer.....Lester Blair
Consulting Engineer.....Howard S. Frazier

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
Transmitter Location.....3 Mi. E., Rt. 30
Air Time.....7 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Program Director .....Glen Grayson
Chief Engineer.....L. L. Allen

WHVR

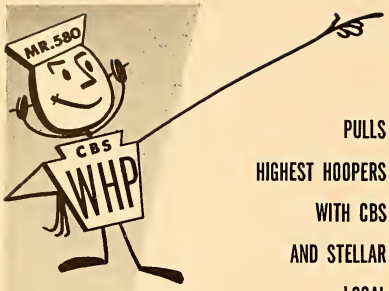
HANOVER—1948—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address.....Hanover Trust Bldg.
Phone Number 3831
Transmitter Location .....½ Mi. No. of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Pres., Sta. Gen. Mgr.....John D. Bare
Comm. Mgr.....H. Vernon Ferster
Pgm. Dir.....Mack Edwards
Chief Engineer.....Philip Rohrbaugh
Consulting Engineer .....A. D. Ring Co.

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Bus.-Studio-Trans. Address.....112 Market St.
Phone Number 2-3456
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Representative .....Weed
Pres., Gen., Comm. Mgr.....Herbert Kendrick
Station Manager.....Jack Hooper
Music, Publ. Dir.....Red McCarthy
News Director .....Lewis Doolittle



WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

These are the most valuable kinds of friends . . . the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so . . . more listeners who listen more.

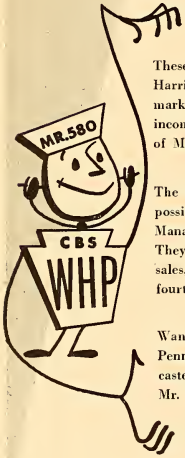
PULLS HIGHEST HOOPERS WITH CBS AND STELLAR LOCAL PROGRAMMING

COVERS PENNSYLVANIA'S TOP-QUALITY MARKET

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.



HARRISBURG, PA.

KEY STATION OF THE KEYSTONE STATE

5000 W 580 KC

REPRESENTED BY **BOLLING**

Chief Announcer.....Tony Bekas
Chief Engineer.....William Kuntz

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Transmitter Location..1½Mi. W. Summerdale
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Production Director.....Harry Hinkley
News, Pub. Dir. .....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George Wirt

WKBO

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Transmitter Location.....Penn Harris Hotel
Air Time .....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....David J. Bennett, Jr.
Program Director.....Don Wear
Technical Director.....J. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Phone Number 5400-1
Transmitter Location.....E. Berner Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Victor C. Diehm
Commercial Mgr.....Thomas Tito
Program Director.....Don Murray
Asst. to Gen. Mgr.....Kathryn Kahler
Chief Engineer.....Elwood Tito
Farm Editor.....Bob Richards

WAZL
1490 Kc.

WAZL-FM
97.9 Meg.

HAZLETON, PENNA.

ESTABLISHED 1932

VIC DIEHM, Pres. & Gen. Mgr.

FOR BEST RESULTS

- 7 Out of Every 10 Listeners Tune to WAZL
- Average Per Family Income Is $6,576.00*
- Metropolitan Buying Population — 117,000
- Retail Sales for Hazleton — $45,619,000*

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.

* Sales Management

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Seventh Ave.
Phone Number.....HO 1-0172
Transmitter Location.....W. Mifflin Borough
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....Interstate
President.....Anthony S. Ortale
General-Comm. Mgr.....Roy Ferree
Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Transmitter Location.....27th & Murray Aves.
News Service .....UP
Transcription Service.....SESAC, World
President.....John H. Biddle
General Manager.....William E. Germann
Chief Engineer.....Ernest A. Craig

WDAD

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Indiana Broadcast Inc.
Address .....Indiana Theatre Bldg.
Phone Number 5-5511
Transmitter Location .....East Pike
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP, UP
Representative ..... McGilvra
Pres., Gen. Mgr. .....T. K. Cassel
Sales Prom. Manager.....Bob Sefick
Comm. Mgr. .....Tony Rand
Sta. Mgr., News Dir.....James E. Pattison
Chief Engineer .....Robert Ramsay

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number 81-216
Transmitter Location.....Prospect Hill
Air Time .....6 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Commercial Mgr.....John C. Gilmore
Chief Announcer .....Bill Santoro
News Director .....Frank C. Jordan
Chief Engineer.....Millard C. Coleman

WCRO

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Phone Number 9-8539
Transmitter Location.....Ihmsen Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Representative .....Radio Reps
President.....John J. Keel
General Manager.....Stewart W. Phillips
Comm., Sta. Mgr.....Dennis Gerken
Chief Engineer.....Robert Stillwagon

WJAC

JOHNSTOWN—1925—NBC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Phone Number 4-1267
Transmitter Location.....Tribune Bldg.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
President.....W. W. Krebs
Station Manager.....John P. Foster
Chief Engineer.....Theodore E. Campbell

WACB

KITTANNING—1948-LBS

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone Number 43-1381
Transmitter Location.....Bunker Hill
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President .....J. B. Moore
General Manager.....Edward J. Hirshberg
Station Manager.....W. Marshall Fatkin
Commercial Manager.....John Albert Dame
Chief Engineer.....Joseph Pelletier

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.

Phone Number 5251
Transmitter Location .....Lancaster
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Maynard W. Thomas
Technical Director.....J. E. Mathiot

WLAN
LANCASTER—1946
ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone Number 7261
Transmitter Location.....Manheim Township
Air Time.....6 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President.....Frank H. Altdoerffer
Comm., Sales Prom. Mgr....Arthur H. Beckwith
Pgm., Prod. Dir.....Theodore Pollack

WAKU
LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Clearfield Bcstrs. Inc.
Address .....Lovenstein Bldg.
Phone Number 2348
Transcription Service.....Thesaurus, World
President.....W. K. Ulenick
General Manager.....W. J. Thomas

WLBR
LEBANON—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number 3900
Transmitter Location .....Ebenezer
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Associated
Representative.....William G. Rambeau
Membership .....NARTB, BAB
General Manager.....Lester P. Etter
Station Manager.....Julian F. Skinnell
Chief Engineer.....M. Leonard Savage

WCMB
LEMOYNE—1948—LBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Bus.-Studio Address....Lemoyne Theater Bldg.
Phone Number.....Harrisburg 4-3005

Get ALL of HARRISBURG

Make sure you get ALL of Harrisburg . . .
. . . not just the "City of Harrisburg".

Perhaps you're missing MOST of your selling potential?? Consider this:

★ More than 200,000 of Metropolitan Harrisburg's population live OUTSIDE THE CITY OF HARRISBURG!

★ More than 65% of Harrisburg Stores' Credit Applications come from OUTSIDE THE CITY OF HARRISBURG!

So, to really sell the complete Harrisburg Market . . . ALL OF IT . . . you need

WCMB

the BIG BUY

. . . per dollar, per listener!

5000 · WATTS · FULL TIME

Transmitter Location.....Poplar Church Rd., E. Pennsboro Township
Air Time.....6:30 am.-1 a.m.
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Donald Cooke
President.....Edgar T. Shepard, Jr.
Gen., Sta. Manager.....Ed K. Smith
Commercial Manager.....Rudy O. Marcoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Production Director.....Stanley Bowman
Publ., News Director.....Pete Wambach
Chief Engineer.....J. Howard Bair
Consulting Engineer.....McIntosh & Inglis

WKVA

LEWISTOWN—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....7 N. Wayne St.
Phone Number 6771
Air Time .....Daylight
News Service .....UP
Transcription Service .....World
President.....Mrs. Paul J. Newton
Sta., Gen. Mgr. .....Robert L. Wilson
Prom. Mgr.....Don Raffensberger
Farm Ed., Pgm. Dir.....Lynn Bloom
Publicity Director .....Read Gray
Chief Engineer.....Robert Steltzer
Musical Director.....Allan Jay
Consulting Engineer .....A. D. Ring

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address....Monument Square
Phone Number 6759
Transmitter Location .....Lewiston
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Pgm., Publ. Director.....James Keyes
Chief Engineer.....Bernard H. Bopp
Consulting Engr.....George Davis

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Transmitter Location.....Allison Township
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Associated, World, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Prom. Mgr., News, Pgm. Dir.....Dave King
Production Director.....Richard Kidney
Chief Engineer.....Kenneth C. Caum
Consulting Engineer.....George Davis

WEDO

McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address .....Box 810
Phone Number .....McKeesport 4-7167, Homestead 1-3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Trans. Service .....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley
Consulting Engr.....Ben Farkas

WMCK

McKEESPORT—1947—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number 88888
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-12 M.
News Service .....UP
Representative ..... Rambeau
Transcription Service .....Lang-Worth
President .....Robert M. Cox
Gen., Comm. Mgr.....Gene Kline
Pgm. Dir.....Pat Haley
Pub. Dir.....Sam Vidnovic
Chief Engineer.....Charles White
News Director.....Steve Chantos

WMGW

MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone Number 46-723
Transmitter Location .....Kerrtown
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Trans. Serv.....Lang-Worth, World
Membership .....NARTB, BAB
President .....H. C. Winslow
Station Manager .....Robert Trace
Commercial Manager.....Fran Richmond
Program Director.....Zane Knauss
News Director .....Mark N. Funk, Jr.
Chief Engineer .....Hoyt H. Stout

WBUD

MORRISVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Morrisville Bcstg. Co.
Business Address.....108 N. Broad St.
Phone Number 4-7191
Transmitter Location .....Morrisville
Air Time .....7 a.m.-12 M.
News Service .....AP
Transcription Service .....World
President.....Verna S. Hardin
General Manager .....Richa:d M. Hardin
Commercial Manager.....William Garry
Program Director.....William F. Hildenbrand
Promotion Manager .....Fred Walker
Chief Announcer .....John Schneider
News Director.....Harry Alleva
Chief Engineer.....William A. Brewer
Consulting Engineer .....Wm. E. Benns, Jr.

WHWL

NANTICOKE—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number.....Nanticoke 1332
Transmitter.....Avondale Plymouth Twp.
News Service.....UP, AP
Transcription.....Standard, Capitol SESAC
Representative .....Forjoe
President.....Henry W. Lark
General Manager.....Jones Evans

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Bus.-Studio Address.....Cathedral Bldg.
Phone Number 5050
Trans. Loca.....3½ Mi. SE of City
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative ..... Meeker
President, General Mgr.....S. W. Townsend
Sta., Comm. Mgr., Pgm. Dir. ..A. W. Graham
Sales Prom. Mgr., Pub. Dir...William Sommer
Production Director.....Shirely Kerr
Chief Engineer.....Robert Emch

WKPA

NEW KENSINGTON—1940—PBS

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number 3534
Transmitter Location.....E. Deer Township
News Service .....UP
Transcription Serv...Lang-Worth, MacGregor, SESAC, M. M. Cole
Representative.....Continental Radio Sales
President .....C. R. Cooper
Gen., Comm. Mgr., Pgm. Dir.....E. J. Kroen
Chief Announcer .....Michael Felack
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number .....Norristown 8-7600
Transmitter Location.....E. Noriton
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....SESAC
Representative .....Walker
Membership .....NARTB, BAB
President.....Farris E. Rahall
General Manager.....Joseph A. Pace
Program Director.....Buddy Brode
News Director.....James N. Nellany
Chief Engineer.....Sam Geise
Consulting Engineer.....E. C. Page

WKRZ

OIL CITY—1946—MBS-LBS-KBS

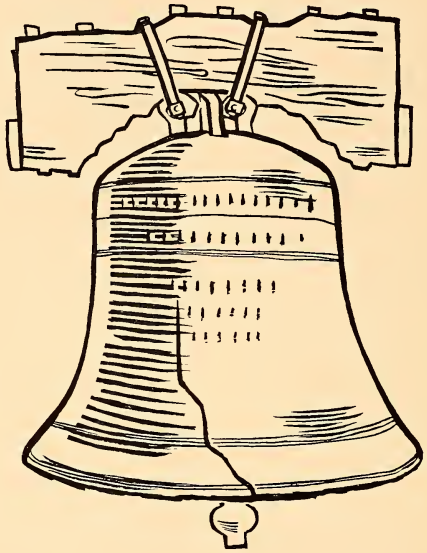
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone Number 4-1269
Transmitter....Rich Hill, Cranberry Township
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Kenneth E. Rennekamp
Commercial Manager.....Joseph Connor
Promotion Manager .....Roland B. Phillips
News, Pgm. Dir.....Richard Thompson
Chief Engineer.....Gerald Cushing

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Transmitter Location .....Whitemarsh
Air Time.....5 a.m.-2 a.m.
News Service.....INS, UP
Transcription Service .....Associated
Representative.....Free & Peters
President .....Walter Evans
Station Manager .....L. R. Rawlins
Sales Manager .....R. H. Teter
Promotion Manager .....Paul I. Woodland
Program Director.....Gordon Davis
Chief Engineer.....I. N. Eney

Philadelphia is proud of **WCAU,** too



WCAU

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....The Philadelphia Bulletin
Address.....Filbert & Juniper Sts.
Phone Number .....LOcust 7-7700
Transmitter Location .....Moorestown, N. J.
Air Time ..... Unlimited
News Service.....UP, AP
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Pres., Gen. Mgr. .....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Jos. L. Tinney
Commercial Manager .....John S. DeRussy
Program Director .....Jos. T. Connolly
Prom., Pub. Dir. .....Robert N. Pryor
News Director .....Alfred T. Ringler
Musical Director .....David Stephens
V.P., Director of Engr.....John G. Leitch
Farm Editor .....Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Max M. Leon, Inc.
Business-Studio Address....1211 Chestnut St.
Phone Number.....LOcust 7-7400
Transmitter Location .....Philadelphia
News Service .....AP
Representative .....Forjoe
President .....Max M. Leon
Gen., Comm. Mgr.....Robert A. Klein
Program Director.....Richard H. Booth
Chief Engineer.....Frank W. Unterberger

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....RIttenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel
Air Time .....7 a.m.-1:30 a.m.
News Service .....AP
Pres., Gen., Comm. Mgr. ..William A. Banks
Prom., Sta. Mgr. .....Dolly Banks
Pgm., Pub. Dir.....Annette Oromaner
Music., Prod. Dir. .....Len Stevens
News Dir., Chief Anncr.....Jerry Gaines
Chief Engineer.....Arnold Goldman
Consulting Engineer .....A. D. Ring Co.

WJMJ

PHILADELHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel. 13 & Walnut Sts.
Phone Number.....Kingsley 5-7000
Transmitter Location .....Pennsauken, N. J.
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra, Viola
Pres., Gen., Sta. Mgr. .....Patrick J. Stanton
Comm., Prom. Manager.....Charles Stahl
Publicity Director .....Doug Henson
Prog. Dir., Chief Announcer..Michael Deegan
News Director .....Bob Gallagher
Chief Engineer.....Alec Felton Iles
Consulting Engineer .....Kear & Kennedy

WPEN

PHILADELPHIA—1929—LBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone Number .....LOcust 4-4383
Transmitter Location.....Brookhaven Rd. & 77th St.
Air Time.....24 hrs.
News Service.....AP, UP
Representative.....William G. Rambeau
President .....William Sylk
Gen., Sta., Comm. Mgr.....William B. Caskey
Program Director.....Jules Rind
Prom. Mgr., Prod., Publ. Dir.....Sam Elber
Chief Engineer.....Charles W. Burtis

AP SELLS

For Stations and Sponsors —

For instance . . . WFBG

"AP service is tops for good programming and easy sales. It always gives us top ratings."

JOHN M. SNYDER,
Managing Director,
WFBG, Altoona, Pennsylvania

In WFIL-adelphia

WFIL PROMOTION leads the way to POINT OF SALE

- AIR ANNOUNCEMENTS
- NEWSPAPER ADVERTISING
- DIRECT MAIL
- POSTER DISPLAY
- TRANSPORTATION CARDS
- BILLBOARDS
- STUDIO DISPLAY
- MAGAZINE ADVERTISING
- WINDOW STREAMERS
- PUBLICITY SERVICE

And New... **ACTUAL PRODUCT DISPLAYS IN 35 FOOD FAIR SUPERMARKETS** ***serving a half-million customers a week in 17 WFIL-covered cities***

And **EXCLUSIVE MERCHANDISING COOPERATION OF PHILADELPHIA ASS'N OF RETAIL DRUGGISTS** ***and Affiliated Groups representing more than 1800 drug stores***

Promotion — Merchandising — Impact

to shorten the line between your RADIO ADVERTISING and your SALES schedule

WFIL

The Philadelphia Inquirer Station

Represented by **THE KATZ AGENCY**

ABC AFFILIATE

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....Rittenhouse 6-6900
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
General Manager.....Roger W. Clipp
Operations Asst. to Gen. Mgr. John D. Scheuer, Jr.
Commercial Manager .....Norman R. Prouty
Sales Prom. Dir. .....George A. Koehler
Program Director.....T. E. Paisley
Production Director.....Claude Morris
Publicity Director.....Joseph E. Dooley
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones
Consulting Engineer .....Garrison

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time .....5:30 a.m.-2 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Radio Reps.
President.....Paul F. Harron
Vice-Pres. .....Joseph Lang
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom.-Prod. Mgr., Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Technical Director .....John H. Henninger
Chief Engineer .....George Hooper
Consulting Engineer.....Paul Godley

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.

HOW
WHY,
WHERE

DO YOU SELL
PHILADELPHIA?

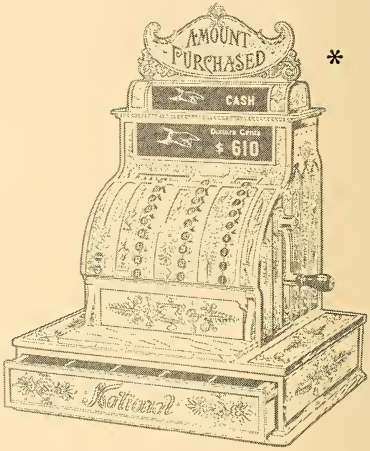
WITH PENNSYLVANIA'S
MOST POWERFUL INDEPENDENT

10,000 WATTS OF SPORTS
NEWS AND MUSIC MEAN SALES

WIBG

WIBG-FM SERVES STORCASTING

Where It Pays



*

to advertise in . . Philadelphia

35 South 9th Street
Philadelphia 7, Pa.
WAlnut 2-6800

Represented Nationally by
Edward Petry & Co., Inc.

5000 Watts . . . *Philadelphia's Pioneer Voice* . . . 610 on the dial

* Courtesy National Cash Register Company

Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... World
Representative ..... Edward Petry
Pres., Gen. Mgr. ..... Benedict Gimbel, Jr.
Dir. of Sales ..... Ralph Brent
Program Director ..... Murray Arnold
Production Director ..... Howard J. Burnett
Prom. Mgr., Pub. Dir. ..... Edward Wallis
News Director ..... Samuel Ettinger
Technical Director ..... Clifford C. Harris

WTEL

PHILADELPHIA—1925

Frequency: 860 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Foulkrod Radio Engineering Co.
Business-Studio Address .... 4312 N. Broad St.
Phone Number ..... GLadstone 5-1310
Transmitter Location ..... Rowlandville
Pres., Pgm. Dir. ..... E. Douglass Hibbs
General Manager ..... Henry N. Cocker
Chief Engineer ..... John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Westinghouse Radio Stations, Inc.
Business-Studio Address ..... Grant Bldg.
Phone Number ..... Grant 1-4200
Transmitter Location ..... Allison Pk.
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Thesaurus
Representative ..... Free & Peters
President ..... Walter Evans
Gen. Mgr. ..... Joseph E. Baudino
Station Manager ..... Robert G. Duffield
Commercial Manager ..... George D. Tons
Promotion Manager ..... David N. Lewis
Program Manager ..... Robert E. White
Production Director ..... Edward P. Young
Publicity Manager ..... Lee Curran
Chief Engineer ..... Theodore C. Kenney

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Allegheny Bcstg. Corp.
Bus.-Studio Address ..... 800 Chamber of Commerce Bldg.
Phone Number ..... Atlantic 1-9100
Transmitter ..... Babcock Blvd., Oak Glenn Rd.
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World
Representative ..... Weed
President ..... Earl F. Reed
Gen., Comm., Prom., Sta. Mgr. .... J. F. Murray
Pgm., Publ. Director ..... Ed Trageser
News Director ..... Bill Burns
Chief Engineer ..... James J. Schultz
Consulting Engr. .. Craven, Lohnes & Culver

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WCAE, Inc.
Bus.-Studio Address ..... Carlton House
Phone Number ..... Atlantic 1-6900
Transmitter Location ..... Baldwin Township
Air Time ..... 5:45 a.m.-1 a.m.
News Service ..... AP, INS
Transcription Service ..... World
Representative ..... Katz
Membership ..... NARTB, BAB
Pres., General Manager ..... Leonard Kapner
Sta. Mgr., Prog. Dir. ..... R. Clifton Daniel
Commercial Manager ..... Carl M. Dozer
Prom. Mgr., Pub. Dir. ..... Edward Brown
Production Director ..... John Leban
Chief Engineer ..... James Greenwood
Consulting Engineer ..... A. Earl Cullum, Jr.

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address ..... 1406 Chamber of Commerce Bldg.
Phone Number ..... Grant 1-4860
Transmitter Location ..... 1459 Crane Rd., Greentree
Air Time ..... 6 a.m.-12:30 a.m.
News Service ..... Transradio, UP
Transcription Service ..... Lang-Worth
Representative ..... Hollingberry
Pres., Gen. Mgr. ..... H. K. Brennen
Comm.-Sales Prom. Mgr. ..... John H. Buchheit
Program Director ..... James M. Hughes
Production Director ..... Fred R. Davy
Publicity Director ..... Cal T. Mara
News Director ..... Henry Dabecco
Musical Director ..... Lee Kelton
Chief Engineer ..... Walter W. McCoy
Consulting Engineer ..... Garrison

WPGH

PITTSBURGH—1947

Frequency: 1080 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Pittsburgh Bcstg. Co.
Bus.-Studio Address ..... 220 N. Highland Ave.
Phone Number ..... EMerson 1-5000
Transmitter Location ..... 2500 E. Lane
Air Time ..... Sunrise-sunset
News Service ..... AP
Transcription Service ..... Lang-Worth
President ..... George M. Harton
General Manager ..... Howard Lazarus
Chief Engineer ..... Ralph L. Ketterer

WPIT

PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Bus.-Studio Address.....211 Smithfield St.
Phone Number.....ATlantic 1-1900
Transmitter Location.....Mt. Troy Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Representative ..... Forjoe
President.....John J. Laux
V.P., Commercial Manager.....Don Ioset
Pgm., Prod., News Dir.....George Varnum
Chief Engineer.....Mike Komichak
Consulting Engr.....George Davis

WWSW

PITTSBURGH—1931

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 1-5200
Transmitter Location.....Cemetery Lane, Ross Township
Air Time .....Unlimited
News Service .....UP
Representative .....John Blair
Membership .....NARTB, BAB
President, Gen. Manager.....O. M. Schloss
Station-Comm. Mgr.....Ben W. Muros
Sales Prom. Mgr. .....Harold J. Goldstein
Chief Engineer.....Henry R. Kaiser
Consulting Engineer .....Glenn D. Gillett

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Phone Number 5000
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Rambeau
General Manager.....Herbert Scott
Sales Manager.....Clifford M. Chafey
Chief Engineer.....Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS
QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Bus.-Studio Address.....106 S. Centre St.
Phone Number.....Pottsville 5050
Transmitter Location.....Lawton's Hill
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Everett-McKinney
Membership .....NARTB, BAB
President.....Joseph L. Maguire
Comm., Gen., Sta. Mgr.....Louis H. Murray
Sales Promotion Manager.....Bud Angst
Production Director.....Horace Richards
Chief Engineer .....Milton Seltzer
Consulting Engineer.....George C. Davis

WPPA

POTTSVILLE—1946—LBS

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 1744
Transmitter Location.....Bull's Head
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Farm Editor, Pgm. Dir.....Edward Romance
Chief Engineer.....A. V. Tidmore

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Reading Eagle Co.
Business-Studio Address.....431 Penn St.
Phone Number 7335
Transmitter Township.....Spring Township
Air Time.....6:15 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Hawley Quier
Gen., Sta. Mgr. .....Thomas Martin
Commercial Manager.....K. Richard Creitz
Prom. Mgr.....Nan Heckman
Farm Edit., Prod., Pgm. Dir. ...George Carroll
Chief Engineer.....Harold Schearer
Consulting Engineer .....Everett Dillard

WHUM

READING—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
Transmitter Location.....Old Wyomissing Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative .....H-R Reps.
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Commercial Manager ...Richard G. Fichthorn
Production Director .....Arthur W. Heim
Program Director .....Alan Lane

Chief Engineer.....Joseph McCormack
Consulting Engineer .....A. Earl Cullum, Jr.

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
Transmitter Location.....6th & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Frank Voss
Technical Director.....J. E. Mathiot

WGCB

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rev. John M. Norris
Address .....Delta Rd.
Transcription Service .....SESAC
News Service .....UP
President.....Rev. John M. Norris
Station Manager.....John H. Norris
Commercial Manager.....Vincent A. Freeman
Program Director.....Stanley D. Deppen
Chief Engineer.....M. F. McDowell
Traffic Manager.....Sarah E. Kitchen

WRYO

ROCHESTER—1949

Frequency: 1050 Kc. ....Power: 250 Watts d.
Owned-Oper. By...Beaver Valley Radio, Inc.
Address Trans. Loca.....Cleveland Ave.
Phone Number .....Roch. 4660
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
President .....Michael Baker, Jr.
Gen., Sta., Comm. Mgr.....David R. Burkhart
Pgm., Prod., Publ. Dir.....Lois M. Huey
Chief Engineer.....Philip R. Hurlbut
Consulting Engineer.....E. E. McCosbe

WKBI

ST. MARYS—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Phone Number 2321
Transcription Service .....Standard
News Service .....AP
Co-Partners.....K. E. Rennekamp,
C. H. Simpson
General Manager.....C. H. Simpson
Commercial Manager.....George A. Clark
Program Director.....John A. Fay
Promotion Manager.....R. H. Knouse
Chief Engineer.....Galen D. Castlebury
News Director.....Gautney & Ray

WATS

SAYRE—1950—KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Thompson K. Cassel
Address.....110 N. Elmer Ave.
Phone .....Tally 0961
Transcription Service.....Thesaurus, World
News Service .....UP
Owner.....T. K. Cassel
Station Manager.....Shaun F. Murphy
Program Director.....Richard Buzzerd
Prom. Mgr., News Dir.....Stan Hinden
Chief Engineer.....Benjamin A. Franklin

WARM

SCRANTON—1940—ABC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address .....Bowman Bldg.
Phone Number 4-1148
Transmitter Location .....Falls Twp.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative .....Hollingbery Co.
Transcription Service .....Thesaurus
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Sales Prom. Mgr., Pub. Dir. .....Mary Lynott
Program Director .....Joseph H. Salsburg
Chief Announcer .....Arthur Bolin
Chief Engineer.....Roswell J. Parker

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number 2-0296
Transmitter Location .....223 Davis St.
Air Time .....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB
President.....Mrs. M. E. Megargee
Vice-President.....Mrs. Douglas Holcomb
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager.....Robert E. McDowell
Program Director..... Frank Monagham
Chief Engineer.....Kenneth R. Cooke

WQAN

SCRANTON—1923

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By .....The Scranton Times
Address Trans. Loca. .....149 Penn Ave.
Phone Number 5151
Air Time .....Sunrise-Sunset
News Service .....UP, AP
Trans. Serv. ...Standard, Associated, SESAC
Representative .....The Bolling Co.
Membership .....NARTB, BAB
Owners ..Eliz. R. Lynett & Edward J. Lynett
Gen., Sta., Comm. Mgr.....Cecil Woodland
Program Director .....Robert R. Flanagan
News Director .....William Cullen, Jr.
Chief Engineer.....John P. McGoldrick

WSCR

SCRANTON—1947—NBC

Frequency: 1320 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number 5242
Transmitter Location.....Keyser Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., Gen., Comm. Mgr....David M. Baltimore
Program Director.....Barry Sherman
Chief Announcer .....Mike Woloson
News Director .....Bob McHale
Chief Engineer.....Willard Shimski

WISL

SHAMOKIN—1948—MBS
QUAKER

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number 2650
Transmitter Location .....Coal Township
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Program Director.....Dick Owen
Chief Engineer.....Bernard Marshall
Consulting Engineer .....Weldon & Carr

WPIC

SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
Studio-Transmitter Location..Pine Hollow Blvd.
News Service .....UP
Transcription Service....Associated, Capitol, World
Representative.....Adam J. Young, Jr.
Pres., Gen. Mgr.....John Fahnline, Jr.
Program Director.....Marc McCulloch
Production Director.....Harold E. Smith
Publicity Director.....Evelyn L. Keller
Chief Engineer.....A. C. Heck

WVSC

SOMERSET—1951

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone Number 4186
News Service .....UP
Transcription Service .....Standard
Gen., Comm. Mgr.....T. H. Oppegard
Program Director.....Ernest E. Mark
Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888
News Service .....AP
Transcription Service .....World
President .....R. J. Kennard
General Manager.....Alethea Mattern Ulerich
Commercial Manager..... Miriam Krebs
Program, News Director.....John Pfeil
Chief Engineer.....Douglas Beman

WVPO

STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
Transmitter Location.....Godfrey's Ridge
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Program Director.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—ABC
QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.

Phone Number.....Sunbury 1325-6
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Harry H. Haddon
Gen., Sta. Manager.....Homer R. Smith
Commercial Manager .....W. Robert Trevitt
Program Director .....Michael J. Kane
Publicity Director.....Nelson Futch
Chief Announcer.....Jerry Moore
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1937
CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address .....F. T. & T. Bldg.
Phone Number 8-3900, 8-3909
Transmitter Location .....Burgess Field
Air Time .....7 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Meeker Asso., Inc.
Pres., Gen. Mgr. .....J. C. Burwell
Sta., Comm. Mgr. .....H. C. Burwell
Sales Promotion Manager .....Ed Hamlyn
Mus., Pgm. Dir., Chf. Annor. .C. H. Underwood
Prod., Pub. Dir. .....Ed Hamlyn
News Director.....James Gismondi
Chief Engineer .....Thomas Kikta
Farm Editor .....Rex Carter
Consulting Engineer .....George C. Davis

WNAE

WARREN—1946—MBS

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address .....Second Avenue
Phone Number 3033
Transmitter Location.....Warren-Kinzua Rd.
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....A. David Potter, Jr.
Commercial Manager.....James W. Potter
Program Director.....W. LeRoy Schneck
Chief Engineer .....Homer M. Haines
News Director.....Charles Tranter

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number 4870
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President.....William S. Yard
General Manager.....A. Boyd Siegel
Commercial Mgr.....Peter Stanton
Chief Engineer.....H. E. Cooper

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number 3-0196
Transmitter Location...Route 11, Edwardsville Borough
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
President.....John H. Stenger, Jr.
General Manager.....John H. Stenger, III
Program Director.....Ed Kuzma
Chief Announcer .....John Foster
Chief Engineer.....John H. Stenger, Jr.
Asst. Chief Engr. .....Milan J. Krupa
Farm Editor.....Jim Hutchison

WBRE

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number 3-3101
Transmitter Location .....Kingston
Air Time.....0:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Louis G. Baltimore
Prom., Gen. Mgr.....David M. Baltimore
Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoski, Sr.
Consulting Engineer.....Millard Garrison

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number 4-4666
Transmitter Location...Breslau, Hanover Twp.
Air Time.....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Avery-Knodel
President.....Dr. I. C. Morgan
General Manager.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Chief Announcer.....Charles Whittier
Chief Engineer.....Theodore French
Consulting Engineer .....John Creutz

WLYC

WILLIAMSPORT—1951

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Lycoming Bcstg. Co.
Address.....331 Pine St.
Phone Number 24676
News Service .....AP
Transcription Service .....Thesaurus
President.....J. T. Keliher
Gen., Prom. Mgr., News Dir..Richard W. Bower
Commercial Manager.....John Spicer
Program Director.....Vern Hester
Chief Engineer.....Kenneth Calahan

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRAK, Inc.
Address .....244 West 4th St.
Phone Number 2-6116
Transmitter Location .....1561 W. 4th St.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Everett McKinney
Membership .....NARTB, BAB
President .....E. M. Case
General Manager .....George E. Joy
Treasurer .....W. Van Person
Comm. Mgr., Music. Dir. ....J. Wright Mackey
Pgm. Mgr., Chief Anncr. .....Leon E. Kelly
Program Director .....Marian E. Antes
Prod. Mgr., News Dir. ..Irving A. Berndt, Jr.
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman
Consulting Engineer.....George Davis

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl.
Phone Number 7119
Transmitter .....So. Williamsport
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Harry J. W. Kiessling
General Manager.....Woodrow W. Ott
Commercial Manager.....J. David Fleming
Program Director.....Louis C. Cate
News Director.....Ted Forman
Musical Director .....Will Moyle
Chief Engineer.....Carl Steinbacher
Consulting Engineer .....Russell May

IN NORTH CENTRAL PENNA.

The right combination for a REAL selling campaign in the Williamsport market.

WRAK
NBC
AM — AFFILIATE — FM

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK · CHICAGO

Since 1930, The Pioneer Broadcasters in Williamsport

WNOW

YORK—1948—LBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number 8-2911-8-2952
Transmitter Location.....R. D. 5
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
General Manager .....Lowell W. Williams
Commercial Manager .....John O. Border
News Director .....Albert Gladding
Program Director.....H. E. Daugherty
Sales Promotion Manager.....Edwin L. Fay
Chief Engineer.....Willis N. Weaver
Consulting Engineer.....John Mullaney

WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number 6629
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
General Manager.....Leroy K. Strine
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....James R. Wilson
Technical Director.....J. E. Mathiot

WSBA

YORK—1942—ABC—QUAKER

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address .....R. D. 5
Phone Number .....82676 - 81308
Transmitter Location .....York, R. D. 5
Air Time.....5:55 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
Membership .....NARTB, BAB
President .....Louis J. Appell
General Manager .....Walter J. Rothensies
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Program Director .....Otis B. Morse
Chief Engineer.....Llewellyn Jones
Consulting Engr.....George Davis

AP SELLS

For Stations and Sponsors —

For instance . . . WEDO

"AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."

EDWARD J. HIRSHBERG,
President,
WEDO, McKeesport, Pa.

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs—programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers,

BUY BASIC.. CBS ..WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

RHODE ISLAND

Pop. April 1, 1952 (Est.) 821,000—Total Housing Units 244,784
Families April 1, 1952 (Est.) 221,000—Stations in State 11

WRJM

NEWPORT—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Business-Studio Address.....172 Thames St.
Phone Number 4673
Transmitter Location.....Middletown
Air Time.....7:15 a.m.-Sunset
News Service .....AP
Transcription Service .....Associated,World
Representative .....Deveny & Co.
President .....Columbus O'Donnell
Gen. Mgr., Pgm. Dir., Chief Engr.
Warren G. Clement

WPAW

PAWTUCKET—1949—KBS

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
Phone Number 5-9000
Transcription Service .....MacGregor
News Service .....UP
Manager .....Dominick Hysko
Gen., Comm. Mgr.....Allen Jones
Program Director.....Paul Garnett
Publicity Director.....Henrietta Brazeau
Chief Engineer.....John Costa
Consulting Engineer.....Jim Bonney

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address.....1111 N. Main St.
Phone Number .....Jackson 1-6565
Trans. Loca. .....Bold Pt. E. Providence
Air Time .....Sunrise-Sunset
News Service .....UP
Pres., Gen. Mgr. .....Louis A. R. Pieri
Sta. Mgr., Pgm. Dir.....John C. Martin
Publicity Director.....George Patrick Duffy
Chief Engineer.....George Arabak

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Yankee Network, Div. of Thomas S. Lee Entr., Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Temple 1-0800
Transmitter Location.....E. Providence
Air Time.....5:30 a.m.-1 a.m. (8 a.m.-M. Sun.)
News Service .....AP
Transcription Service .....Associated
Representative .....H-R Reps.
President .....William O'Neil
Gen., Sta., Comm. Mgr. .....Mowry Lowe
Prog.-Prod.-Pub. Dir.....Donald Morton
Chief Engineer .....Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Phone Number .....Union 1-4211
Transmitter Location.....Eastern Ave., E. Providence
Air Time.....6 a.m.-6 p.m.
News Service .....AP
Representative .....Headley-Reed
President, Gen.-Sta. Mgr.....Robert T. Engles
Program Director.....C. George Taylor
News, Prod. Dir., Chief Annor.
Bruce Williamson
Chief Engineer.....Carroll Philbrook

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Phone Number.....Dexter 1-0600
Transmitter Location .....Lincoln
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Standard
Station Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....George P. Metcalf
General Manager.....H. William Koster
Sales Promotion Manager...Arthur E. Lathrop
Program Director.....Harmon H. Hyde
Publicity Director.....Clifford A. Shaw
News Director.....Harry V. McKenna
Chief Engineer.....George W. Sharpe
Consulting Engineer.....Jansky & Bailey

WPRO

PROVIDENCE—1924—CBS-NEMMG

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone Number.....Plantations 1-9776
Transmitter Location.....E. Providence
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth

Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....William S. Cherry, Jr.
General-Comm Mgr.....Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri
Consulting Engineer .....James V. McNary

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number .....Gaspee 1-8521
Transmitter Location.....Wampanoag Trail, E. Providence
Air Time .....6 a.m.-12:05 a.m.
Transcription Service .....World
News Service .....AP
Representative .....Weed
Membership .....NARTB
Vice Pres., Treas.....George O. Griffith
General Mgr.....John J. Boyle
Sales, Program Director.....Sothern Abbott
News Director.....Ben Boyden
Chief Engineer.....Thomas C. J. Prior

WRIB

PROVIDENCE—1947—LBS

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narragansett Hotel
Phone Number.....Union 1-4512
Transmitter Location..Water St., E. Providence
Air Time.....Sunrise-local sunset

News Service .....UP
Transcription Service .....Associated
Representative .....Forjoe
President .....Frank Rao
General Manager.....Nicholas Ruggieri
Pgm. Dir., Chief Anncr.....Don Rogers
Chief Engineer.....Richard Buckley

WERI

WESTERLY—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
Phone Number 2263
Transmitter Location .....Margin St.
Air Time .....14½ hrs.
News Service .....UP
Transcription Service .....Lang-Worth,
Representative .....Colten, Bannon
President .....Richard G. Moore
General Manager ....Warren M. Greenwood
Program Director .....Brud Warren
Chief Engineer .....Stanley Brown

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone Number 1240
Transmitter Location.....Getchell Ave.
News Service .....AP
Transcription Service .....World
President.....Millicent S. Palmer
Station Manager .....Mitchell F. Stanley

SOUTH CAROLINA

Pop. April 1, 1952 (Est.) 2,180,000—Total Housing Units 559,203
Families April 1, 1952 (Est.) 522,000—Stations in State 46

WAKN

AIKEN—1951

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
News Service .....AP
President.....B. T. Whitmire
Vice-Pres. .....Jack Younts
Vice-Pres.....J. P. Williamson
Secy.-Treas., Managing Dir.....John Mare
Chief Engineer.....W. W. Prim

WAIM

ANDERSON—1935—CBS
PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address-Trans. Loca. .....1 Martin St.

Phone Number 3800-1-2
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....INS
Transcription Service .....World
Representative ...Burn-Smith, Dora—Clayton
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Prom., Comm. Mgr. .....G. P. Brown
Program Director .....Ray Barath
Chief Engineer.....H. B. Greene
Consulting Engr.....George C. Davis

WANS

ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
News Service .....UP

Pres., Gen., Sta. Mgr.....C. R. Johnson
Commercial Manager .....Richard Warner
Sales Promotion Manager .....Robert Fant
Pgm., Prod. Director .....Carroll Lee
Publicity Director .....Paula J. Wright
Chief Engineer .....Alfred W. Pratt
Consulting Engineer .....Robert Silliman

WBSC

BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address .....Box 639
Phone Number 1080
Transmitter Location .....Hamlet Hway. 38
News Service .....AP
Representative.....Joseph Hershey McGillvra
President .....John W. Orvin
Gen., Sta. Mgr. .....Malcolm A. Young
Program Director .....Ervin Melton
Chief Engineer.....John Gronert
Consulting Engr. .....William E. Benns

WACA

CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcstg. Co.
Address .....Camden
Phone Number 80
Transmitter ..... 4 Mi. E. of Citv
News Service .....UP
Transcription Service .....Capitol
President.....Haygood S. Bowden
Gen. Comm. Mgr.....Tom Richards
News, Farm, Pgm. Dir.....Chuck Ballard
Chief Engineer .....Frank Richardson

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address .....Francis Marion Hotel
Phone Number 7611
Transmitter Location .....Eagles Nest
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Free & Peters
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....John M. Rivers
Commercial Manager .....Roland Weeks
Pgm., Pub. Dir .....Russell Long
Publicity Director .....Alma D. Davis
Copy Chief .....Alma D. Davis
News Director .....Robert Truere
Musical Director .....Bob Tamblyn
Chief Engr., Cons. Engr. .....Wilbur Albee
Traffic Manager ...Annie Laurie Quarterman

WHAN

CHARLESTON—1947—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....Box 183
Phone Number 3-1643
Transmitter Location.....St. Andrew's Parish
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
President.....S. Lewis Johnson
Acting Manager.....Traynor Ferillo
Program Director.....Traynor Ferillo
Chief Engineer.....William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....George G. Weiss
Business-Studio Address....149 Wentworth St.
Phone Number 3-6428-9
Transmitter Location .....Windemere
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Clayton, Pearson
Gen., Sta. Mgr.....Laurens P. Moore
Commercial Manager.....Robert T. Christle

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Phone Number 2-2961
Transmitter Location.....St. Andrew's Parish
Air Time .....6:00 a.m.—12:50 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB, BAB
President .....Edward Manigault
Gen., Sta. Mgr. .....Douglas M. Bradham
Comm. Mgr. .....Grange S. Cuthbert, Jr.
Publicity Director.....Kay Martin
Pgm., Prod. Director ....Vernon M. Bushong
News Dir., Chief Ann. .....Garry Morrison
Chief Engineer .....Gordon Knight

WUSN

CHARLESTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Bus.-Studio-Trans. Address.....42 Tenth St.
Phone Number 2-2652
News Service .....UP
Air Time .....6 a.m.-M.
Representative .....Radio Reps.
Pres., Gen., Sta., Comm. Mgr.
J. Drayton Hastie
Promotion Manager .....Ben Hutto
Program Director.....Henry Hoppe

Chief Announcer .....Bill Ward
News Director .....Charles Allen
Chief Engineer.....Walter Nelson
Consulting Engineer .....Gautney & Ray

WGCD

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .....Craig Bdcstg. Co.
Address .....128 Main St., Press-Radio Bldg.
Phone Number .....1171 & LD995
Transmitter Location .....Harris Street
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
President .....A. B. Craig
General Mgr. .....M. J. Craig
Comm., Prom. Mgr. .....D. A. Phillips
Sta. Mgr., Prod., Music, Pgm. Dir.
Arthur Cornwall
Prod., Pub. Dir. .....James Kennedy
Chief Engineer .....Vernon Cameron
Consulting Engineer .....M. J. Craig

WCOS

COLUMBIA—1939—ABC-LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Business-Studio Address.....1202 Main St.
Phone Number 2-5601
Trans. Location .....2806 Edgewood Rd.
Air Time .....6 a.m.-12:30 a.m. (Mon.-Sat.)
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
President.....E. D. Black
General-Station Manager.....James W. Hicks
Commercial Manager .....Law Epps
Pgm., Prod., Pub. Dir.....Stewart Spencre
Chief Engineer .....Robert D. Lambert, Jr.
Consulting Engr. .....George C. Davis

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Phone Number 3-6431
Transmitter Location.....Bluff Rd.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service ...Standard, Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President .....B. Calhoun Hipp
General Manager.....G. Richard Shafto
Station Manager .....J. Dudley Saumenig
Local Sales Mgr. .....W. Miller Montgomery
Prom.-Pub. Manager.....Steve Libby
Program Director.....Frank Harden
Chief Engineer.....Herbert G. Eidson, Jr.
Consulting Engr. .....Jansky & Bailey

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marseco Bcstg. Corp.
Business-Studio Address.....1127 Lady St.
Phone Number 2-8659
Transmitter Location.....Lexington County
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative .....H-R Representatives
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr. .....
C. Wallace Martin
Chief Announcer .....Tom Burgess
Pub., Prod., Pgm. Dir. .....Grenville Seibels
Chief Engineer.....John C. Cosby
Consulting Engr.....Millard M. Garrison

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....Hotel Jefferson, Box 5307
Phone Number 39401
News Service .....AP
Representative .....Walker
Membership .....BAB
General Manager.....H. Moody McElveen
Commercial Manager .....W. C. Bochman
Chief Engineer .....Don Willoughby
Consulting Engineer .....Kear & Kennedy

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 497
Phone Number 340
Transmitter Location....U. S. Hway. 701, 1¼ Mi. N.W. Center of City
Representative.....Joseph Hershey McGillvra

WDSC

DILLON—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Business-Studio Address.....3. Mi. S. of Dillon
Phone Number 470-1
Transmitter Location....U. S. Hway. 301, 3½ Mi. S. of Dillon
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....L. B. Hyman
Gen., Sta., Sales Prom. Mgr. ..Joseph Martin
Commercial Manager ...Adelaide C. Monroe
Pgm., Prod. Dir. .....J. E. Murff, Jr.
Chief Engineer .....Chris. Stromberg
Consulting Engr. .....McNary & Wrathrall

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Phone Number 9388
Transcription Service .....Capitol
News Service .....AP
President.....J. Lake Williams
Vice-Pres.....Joel N. Hinton
General Manager.....Robert O. Moran
Commercial Manager.....Cleatus Brazzell
Program Director.....William D. Grove
Chief Engineer.....Ben A. Jones Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone Number 6351
Studio-Transmitter Location ..Darlington Hwy.
Air Time .....Full Time
News Service .....AP
Transcription Service .....World, Capital
Representative ..... Walker
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Program Director .....Sam I. Latimer
Chief Engineer.....Frank Jenne
Consulting Engineer Craven, Lohnes & Culver

WOLS

FLORENCE—1937—KBS—LBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone Number 3271-2
Transmitter Location.....1 Mi. NE City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen.-Station Mgr.....Melvin Purvis
Comm., Sales Prom. Mgr.....A. P. Skinner
Pgm., Prod., Pub. Dir., Chief Anncr. J. Putnam
Chief Engineer.....W. A. Pritchett
Consulting Engr. ..Comm. Rad. & Equip. Co.

WFGN

GAFFNEY—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone Number 4795-6
Trans. Loca. .....Leadmine Rd.
News Service .....UP
Transcription Service .....Lang-Worth
President .....A. Ray Godshall
Gen. Mgr., News Dir.....Morton E. Green
Commercial Manager.....Velva Wilder
Program Director .....E. Parrott
Prom. Manager.....V. Gertz
Chief Engineer.....Albert Katool

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone Number 621
President .....Dr. John T. Assey, Jr.
General Manager.....J. B. Delzell

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....400 Mayberry St.
Phone Number 5-7406
News Service .....INS
President.....V. D. Ramseur
General Manager.....J. S. Ayers
Chief Engineer.....H. A. Morris
Consulting Engr. .....Palmer Greer

WESC

GREENVILLE—1947—LBS

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number 2-8241
Transmitter Location.....Farrs Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker, Keller
President.....(Mrs.) Scott Russell
Commercial Manager .....Gordan Anderson
Gen., Sta. Manager .....W. Ennis Bray
Program Director .....David Moss
Chief Engineer .....F. B. Bailey
Consulting Engr. .....George C. Davis

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont Co.
Business-Studio Address.....Poinsett Hotel
Phone Number 2-7616-7
Transmitter Location .....Ghantt
Air Time .....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
President.....B. H. Peace, Jr.
General Manager .....B. T. Whitmire
Commercial Mgr.....R. Q. Glass, Jr.

Sales Prom. Manager.....P. H. Chapman
Program Director.....Newton S. Smyth
Chief Announcer.....Norvin Duncan
Publicity Director .....P. H. Chapman
Chief Engineer.....William Garrison
Consulting Engineer .....A. D. Ring & Co.

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Bus.-Studio Address...Box 1499, Prevost Bldg.
Phone Number 3-2751
Transmitter Location.....White Horse Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Weed & Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....R. A. Jolley, Sr.
Prom., Comm. Mgr. .....Kenneth C. Willson
Prod., Pgm. Dir. .....William T. Arrington
Chief Announcer.....James D. Simpson, Jr.
News Director .....Claude E. Freeman
Chief Engineer.....George D. Tate
Consulting Engr. .....Robert M. Silliman

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address .....Greenville
Phone Number 2-6711
Transmitter Location .....Piney Mt.
Air Time .....5 a.m.-Local Sunset
News Service .....Ins
Transcription Service .....SESAC, Associated
Membership .....NARTB, BAB
President .....Dr. Bob Jones, Jr.
General Manager .....R. K. Johnson
Sta. Mgr., Pgm. Dir.....Jim Ryerson
Commercial Manager .....Marvin R. Steffins
Sales Promotion Manager ....Robert J. Vrzal
Production Director .....Ben Cummings
Pub., News Director .....Elmer Rumminger
Chief Announcer .....Dave Yearick
Musical Director .....Mrs. Elmer Rumminger
Chief Engineer .....Don C. Smith

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Phone Number 4300
Studio-Transmitter Location.....Willson St.
News Service .....AP
Transcription Service ...Standard, Lang-Worth
President .....Douglas Featherstone
General Manager .....Dan Crosland
Commercial Manager.....Ralph Norman
Program Director.....Randy Davidson
Chief Engineer.....Charlie Sparks

WEAB

GREER—1949

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address .....Jones Rd.
Phone Number 1057-8
Air Time .....Daylight
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr. .....E. A. Burch
Comm., Sales Prom. Mgr. ....Chester Munson
Program Director.....Vernon Fox
Chief Engineer .....Joe Cole
Consulting Engineer .....Palmer E. Greer

WHSC

HARTSVILLE—1946—MBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Hartsville Bcstg. Co., Inc.
Business-Studio Address....1306 College Ave.
Phone Number 1450
Transmitter Location..1 Mi. S. of Hartsville on Hway. 15-A
Air Time .....6:55 a.m.-11:15 p.m.
News Service .....AP
Representative ..... McGillvra
Transcription Service .....Capitol
President.....Charles H. Campbell
Gen. Mgr., News Dir.....Raymond Caddell
Commercial Manager .....Gerald Quick
Farm Ed., Pgm. Dir. .....Ernest Stokes
Publicity Director .....Eleanor F. Williamson
Chief Engineer.....Donald A. Brienen
Musical Director .....David Rogers

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address .....Kingstree
Phone Number 6761
Transmitter Location.....Hway. 52
News Service .....AP
Transcription Service.....Lang-Worth, World
Partners.....M. L. Few, E. G. Robinson, Jr.
Chief Engineer.....D. H. I. Owens

WLCM

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Arthur Wilson Davis
Address.....103 S. Catawba St.

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.

Business Address.....Box 642, Laurens
Phone Number 2-2331
Studio-Transmitter Location..Greenville Hway.
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World, Ziv
President.....James C. Todd
Gen., Sta., Sales Prom. Mgr...Bob Ross Smith
Program Director .....Muril Ashley
Prod., Pub. Director .....Bob Ross Smith
News Dir., Chief Ann. .....Dan McHugh
Musical Director .....Betty Bishop
Chief Engineer .....Jack Taylor

WJAY

MULLINS—1949—LBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Phone Number.....390 (Marion, 3901 (Mullins)
Transmitter Location..Highway 76 bet. Mullins and Marion
Air Time .....Daytime
News Service .....UP
Transcription Service .....Langworth
President.....W. G. Smith
Gen., Sta., Comm. Mgr. ....James F. Ramsey
Pgm. Prod. Dir.....Robert A. Allen
Musical Director.....Kenneth Gasque
Chief Engineer.....George Magera
Consulting Engr. .....Robert Lambert

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc....Power: 250 Watts d., n.
Owned-Oper. By ..Myrtle Beach Bctsg. Serv.
Address.....Ocean Forest Hotel
Phone Number 5061
Transmitter Location .....28th & Oak
Air Time.....7:30 a.m.-10:15 p.m.
Pres., Gen., Sta. Mgr. .....Elizabeth Evans
Comm., Sales Prom. Mgr. ....S. W. Monroe
Pgm., Prod., News Dir., Chief Ann. ..... Gaines Gough
Chief Engineer .....W. C. Evans
Consulting Engineer.....John Keel

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr., Box 211
Phone Number 143
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World, Thesaurus
President.....John F. Clarkson
Gen., Sta. Mgr. .....James F. Coggins
Comm., Sales Prom. Mgr. ..Emory Bedenbaugh
Publ. Dir. .....Marcia Coggins
Chief Engineer.....Ray Gilliam
News Dir., Farm Editor ....Charles E. Bowers

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Bus. Addr.-Trans. Loc. ....Orangeburg, S. C.
Phone Number 1420
Air Time .....Unlimited
News Service .....AP
President.....Charles S. Henery
Gen., Sta., Mgr.....Frank B. Best, Jr.
Commercial Mgr.....Norman M. Mathews
Chief Engineer.....Gus Browning
Consulting Engr. .....Gautney & Ray

WTND

ORANGEBURG—1948—LBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By .....WTND, Inc.
Phone Number 1600
Transmitter Location .....2 Mi. N.W. City
Air Time .....Daytime
News Service .....INS
Transcription Service.....World, Associated
Representative .....Thos. F. Clark
Gen., Sta. Mgr., Pres. .....J. I. Sims
Program Director .....Richard R. Rhame
Chief Engineers .....Larry W. Styles, Perry Herrington

WRHI

ROCK HILL—1944—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone No.....2085, 2077 (Studio); 5767 (Trans.)
Transmitter Location .....E. Main St. Ext.
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Gen. Mgr., Chi. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Commercial Manager .....Harper S. Gault
Consulting Engr. .....James C. McNary

WTYC

ROCK HILL—1948—LBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio Address....Robert Marshall Hotel
Phone Number 3175
Transmitter...Hway. 21 near Charlotte Hway.
Air Time .....Daytime
Transcription Service .....Capitol
Representative .....Continental Radio Sales
President.....W. G. Reid
Gen., Sta. Mgr. .....G. P. Cobb
Commercial Manager .....C. L. Stevens
Chief Engineer.....Tom L. Byrd

WSNW
SENECA—1949—KBS-LBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address .....Seneca
Phone Number 8234
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Pres., Gen. Mgr.....J. A. Gallimore
Program Director.....Virginia F. Gallimore

WORD
SPARTANBURG—1940—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number 3-2711
Transmitter Location .....White Ave.
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Hollingberry
Membership .....NARTB
President .....Walter J. Brown
General Manager .....John W. Kirkpatrick
News Director .....James Hobby
Chief Engineer.....Clyde J. Burdette

WSPA
SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Bcasting. Co. of the So.
Business-Studio Address.....224 E. Main St.
Phone Number 33621
Transmitter Location.....Route 7
News Service .....UP
Air Time .....19 hrs., 5 min.
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB, BAB
Station Manager .....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Prom. Mgr., News Dir. ....Thomas J. Fleming
Program Director.....Ed McGrath
Chief Engineer.....H. R. Beckholt

WFIG
SUMTER—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number 1340
Transmitter..1 Mi. E. of Sumter on Hway. 76
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President .....Fulton B. Creech
Gen., Sta. Mgr.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
News, Pgm. Dir. .....Paul Reidy
Production Director .....John Sherman
Chief Engineer.....James L. Williams
Farm Editor.....T. O. Bowen

WBCU
UNION—1949—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By...Union-Carolina Brcstg. Co.
Address .....210 East Main St.
Phone Number 1200
Transmitter Location ....3 Mi. N.W. of Union
Air Time.....6:00 a.m. to 12:00 M.
Transcription Service .....Thesaurus
Station Repr. .....Continental
Pres., Gen. Mgr. .....E. H. Hughes
Prog., Prod. Dir.....Marilyn F. Scruggs
Sales Prom. Mgr., Chief Ann...C. P. Stribling
News, Pub. Dir.....Harry Doggette
Chief Engineer .....T. W. Weathers

WALD
WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Transmitter Address .....Ft. Benson St.
Studio-Address .....Box 12
Phone Number 3861
News Service .....AP
President.....R. M. Jefferies
General Manager.....Louis M. Neale Jr.
Program Director.....Louis Long
News Dir., Chf. Engr.....Ralph Keogh

SOUTH DAKOTA

Pop. April 1, 1952 (Est.) 665,000—Total Housing Units 195,079
Families April 1, 1952 (Est.) 177,000—Stations in State 12

KSDN
ABERDEEN—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number 4573
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
President.....Henry J. Schmitt
Sta., Gen. Manager .....Byron McElligott
Commercial Manager.....Russa Osborne
Pgm., Prod. Director .....E. C. Pieplow
Chief Engineer.....George Crocker

KDSJ

DEADWOOD—1947—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...John, Eli & Harry Daniels
Address .....P. O. Box 462
Phone Number 186
Transcription Service .....World
News Service .....UP
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial Manager .....Harry Daniels
Program Director .....Bill Plunkett
Chief Announcer .....Bill Lynn

KIJV

HURON—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....32 Second St. S.E.
Phone Number 765
Transmitter Location.....18th St. & Idaho
Representaitve .....Lawson
Transcription Service .....Thesaurus
Manager.....Max F. Staley
Commercial Manager.....Dwight Coursex

KORN

MITCHELL—1947—MBS
GOLDEN PHEASANT

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Michell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number 621
Transmitter Location....½ Mi. E. of city on Hway. U. S. 16
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. ....Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Pgm., Prod. Director .....Raymond Eppel
Chief Engineer .....Frances Kelly

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio-Transmitter Address.....203 W. Summit Ave.
Air Time .....9:30 a.m.-Sunset
Phone Number 2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Representative .....Continental
President .....Ida A. McNeil
Chief Engineer .....Selwyn Ronning

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bctsg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
Phone Number 2000
Transmitter Location .....Hway. 79, E. of Rapid City
Air Time .....5:30 a.m.-M.
News Service .....UP
Representative .....Headley-Reed
Transcription Service...Standard, Associated, Capitol
Membership .....NARTB, BAB
President .....Robert J. Dean
Gen., Sta., Comm. Mgr. ....Abner H. George
Pgm. Dir., Chief Ann. .....Harley Hanson
Chief Engineer.....A. E. Griffiths
Consulting Engr. .....Everett L. Dillard

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Address.....Kelo Bldg.
Phone Number 4-5841
Transmitter Location.....S.E. of Sioux Falls
Air Time.....5:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol, Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, Gen. Mgr.....S. Fantle, Jr.

AP SELLS

For Stations and Sponsors —

For instance . . . KSDN

"AP news is a great service to KSDN's vast rural audience. AP news programs are top money-getters on this station."

B. J. McELLIGOTT,
General Manager,
KSDN, Aberdeen, South Dakota

Commercial, Station Manager.....Evans Nord
Sales Prom. Mgr., Pub. Dir.....Darlene Nesby
Pgm., Prod. Dir. ....Jim Burt
News Dir., Chf. Ann.....Dean Montgomery
Chief Engineer.....Lester Froke
Consulting Engr.....Andy Ring & Co.

KIHO

SIOUX FALLS—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Brcstg. Co., Inc.
Address .....218 South Main Ave.
Phone Number 912
Transm. Location .....5 miles s.w. of City
News Service .....UP
Transcription Service .....World
Station Representative....Paul H. Raymer Co.
General Manager .....David J. Kempkes
Commercial Manager.....Richard C. Morenus
Program Director.....Fred W. Schweikher

KISD

SIOUX FALLS—1948—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....311 S. Phillips Ave.
Phone Number 4-5571
Transmitter Location .....W. 12th St.
News Service .....AP
Transcription Service .....Lang-Worth
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Commercial Manager.....Jack Ramsell

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc...Power: 10.000 Watts d.; 5,000 Watts n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address .....317½ S. Phillips Ave.
Phone Number 4-7545
Transm. Location .....Springdale Township
Air Time .....5:30 a.m.-1:00 a.m.
News Service .....AP
Transcr. Service .....RCA, Thesaurus
Station Representative.....Avery-Knodel,Inc.
Membership .....NARTB
President .....Morton Henkin
General Manager .....George R. Hahn
Station Manager .....George "Bill" Rohn
Commercial Manager .....Rollie R. Williams
Production Director .....Ray Loftesness
Program Director .....Murray Stewart
News Director .....Orrin Melton
Musical Director.....Bob Helgeson
Chief Engineer .....Max Pierce
Farm Editor.....E. C. "Red" Stangland
Consulting Engineer .....George C. Davis

KWAT

WATERTOWN—1926—KBS-LBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Watertown
Phone Number 777
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcr. Service .....Standard
Representative .....Orville Lawson, Walker
Membership .....NARTB, BAB
President .....John Ehrstrom
Gen. Mgr., Publ. Dir. .....Ross E. Case
Commercial Manager.....Morris Wisott
Sales Prom. Mgr. .....Bernard Kinney
Prog., Prod., News Dir. .....Doug Marlow
Publicity Dir.....Bob Keller (N. Y.)
Chief Announcer .....John Birdsell
Chief Engineer.....Francis Alwin
Consulting Engr. .....Commercial Radio

WNAX

YANKTON—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address .....WNAX Bldg.
Phone Number 442
Transmitter Location .....5 mi. E. of Yankton
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....Capitol
Representative .....Katz
Membership .....NARTB, BAB
General Manager .....Robert R. Tincher
Commercial Manager.....Donald D. Sullivan
Promotion Mgr.....Richard T. Harris
Program Director.....Herb Howard
News Director .....Arthur J. Smith
Musical Director.....Rex Hays
Chief Engineer.....Clifton M. Todd
Consulting Engr.....Craven, Lohnes & Culver

TENNESSEE

Pop. April 1, 1952 (Est.) 3,365,000—Total Housing Units 925,143
Families April 1, 1952 (Est.) 851,000—Stations in State 61

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone Number 1450
Transmitter Location.....Decatur Hway.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
President.....Lowell F. Arterburn
General Manager .....Buell J. Charles
Program Director .....John Redwine
Commercial Manager .....Leonard Dawson
Chief Engineer .....J. W. Turner
Consulting Engr. .....Claude Gray

WOPI

BRISTOL—1929—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Radiophone Bcstg. Station, WOPI, Inc.
Business-Stuido Address.....310 State St.
Phone Number .....South 3730
Transmitter Location.....Old Abingdon Pike
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative .....Burn-Smith
Membership .....BAB
Pres., Gen., Sta. Mgr. .....W. A. Wilson
Comm. Mgr.....James C. Wilson
Sales Prom. Mgr.....Sam Davis
Prod., News Dir. .....Mike Cady
Publicity Director .....Walsa McQueen
Chief Engineer .....George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co.
Address .....Hotel Patten
Phone Number 7-1128
Transmitter Location.....Rossville Blvd.
Air Time.....5:55 a.m. to 12 M.
News Service .....AP
Transcription Service .....Langworth
Station Repr. .....Rambeau
General Manager .....Vann Campbell
Program Director .....Roy Morris
Chief Engineer .....George McMurtrie
Consulting Engineer .....Gautney

WAPO

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Rd.
Air Time .....5:00 a.m.-12M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
Membership .....NARTB, BAB
General Manager.....R. G. Patterson
Comm. Mgr., Pub. Dir.....Helen Patterson
Program Director.....Frances Harley
Chief Engineer.....B. B. Barnes
Consulting Engr. .....Gautney & Ray

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address ....420 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
President.....Carter M. Parham
Gen., Sta., Comm. Mgr.....Ken Flenniken
Program Director.....Morrie Quave
News Dir. .....Paul Wann
Chief Announcer .....Luther Masingill
Chief Engineer.....B. C. Baker
Consulting Engr.....Russell P. May

WDOD

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location.....Baylor Rd.
Air Time .....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
Pres., Gen., Sta. Mgr.....Earl W. Winger
Commercial Manager.....B. J. Bush
Prom. Mgr., Pub. Dir. .....Gene Allen Carr
Pgm., Prod. Director ....Charley Gullickson
Chief Engineer .....W. Roy Owens
Consulting Engr. .....George C. Davis

WDXB
CHATTANOOGA—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address.....539 Vine St.
Phone Number 6-1114
Representative .....Forjoe
Transcription Service .....SESAC
News Service .....AP
President .....Joseph Bloom
Vice-President.....David E. Cohen
General Manager.....Charles W. Trippe
Chief Engineer.....Byron E. Fincher

WMFS
CHATTANOOGA—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lookout Bcstg. Co.
Address.....215 W. Ninth St.
Phone Number 53127
Representative .....McGillvra
Managing Ptnr., Gen. Mgr....William F. Stone
Commercial Manager.....D. Wert Campbell
Program Director.....Larry McKinley
Chief Engineer.....Glenn Channells

WJZM
CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Campbell & Sheftall
Operated By.....E. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number 6414
Transmitter Location.....Martin St.
News Service .....AP
Transcription Service.....Capitol
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....E. T. Campbell
Commercial Manager .....Parry Sheftall
Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.
Chief Engineer .....John Bailey
Consulting Engr. .....Ring

WBAC
CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Central Ave.
Phone Number 62
Transmitter Location.....Chattanooga Hway.
Air Time .....6:00 a.m.-10:30 p.m.
News Service .....UP
Gen. Mgr. .....R. W. Rounsaville
Comm., Sta. Manager.....Thad F. Fitch
Program Director .....Bill Stone
Chief Engineer.....William D. Stuart
Technical Director .....Paul Cram

WKRM
COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone Number 1340
Air Time .....5 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Mus., Publ., Pgm., Prod. Dir. .....Al Knott
Chief Engineer .....Cameron McKay
Consulting Engineer.....Ring & Co.

WHUB
COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone Number 789
Transmitter Location.....807 Hickory St.
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
General Manager.....M. L. Medley
Station Director.....Joe C. Medley

WDSG
DYERSBURG—1946
MBS-KBS-MID-SOUTH

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Address ..... Box 58
Phone Number 77
Air Time.....6 a.m.-11 p.m.
News Service .....AP
President.....Russel M. D. Bruce
General Manager.....Frank Armstrong
Commercial Manager.....O. P. Laten
Prod. Pgm. Director.....Robert Ward
Chief Engineer.....Dave Ross

WBEJ
ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert Rounsaville & George Clark
Business-Studio Address.....Elk Ave.
Phone Number 2-1241
Transmitter Location.....State Line Rd.
News Service .....UP
Senior Partner & Mgr.....R. W. Rounsaville
Comm., Sta. Manager.....Frazier Cochran
Comptroller.....S. A. Wade
Pgm., Prod. Dir.....Art Selley
Chief Engineer.....Condon Bowers, Jr.
Technical Director.....Paul Cram
Consulting Engr.....John H. Mullaney

WEKR

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone Number 1240
Transmitter.....Old Boonshill Rd.
News Service .....AP
President.....John R. Crowder
General Manager.....Porter Clark
Sta. Mgr. .....Jim Tate
Comm. Mgr.....Teddy Barnes
Pgm. Dir.....Glen Slayton
Chief Engineer.....Ernest Tucker
Consulting Engr.....John H. Mullaney

WHIN

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Gallatin
Phone Number 1010
Transmitter Location.....Highway 109
News Service .....UP
Transcription Service .....Capitol
Membership .....NARTB, BAB
President .....A. B. Perkins
Gen., Sta. Mgr.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Robert Boyd
Consulting Engineer.....Dave Binns

WGRV

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Radio Bldg.
Phone Number 797
News Service .....UP
Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Tom Lyons
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.
Bus.-Studio Address .....Harriman
Phone Number 661
Transmitter Location.....Margrave St.
Air Time.....6:15 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Owner, Gen. Mgr.....F. L. Crowder
Comm., Sales Prom. Mgr.....Hugh Patton
Pgm. Dir., Chief Ann.....Carl Williams
Chief Engineer.....Gene Davidson
Consulting Engineer.....Claude Gray

WIRJ

HUMBOLDT—1949—MID-SOUTH KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number 740
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President .....J. F. Warmath
Commercial Manager....Thomas S. Armistead
Gen., Sta. Manager.....Howard E. Byrum
Chief Engineer.....Irie Brown

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone Number 7-9611
Transmitter Location .....3 Mi. N. Hiway 45
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol
Representative .....Burn-Smith
Pres., Gen. Mgr.....Aaron B. Robinson
Comm., Sta. Manager.....Bill Winsett
Sales Prom. Mgr.....Jack Murphy
Program Director.....James W. Hoppers
Production Director.....Lawrence Dunne
Chief Engineer.....James S. Thomas
Consulting Engr.....Kear & Kennedy

WPLI

JACKSON—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...George Arthur Smith
Address.....First Natl. Bank Bldg.
Transmitter Location.....Old Bolivar Road
Phone Number 7-8541
Air Time.....16 hrs.
News Service .....UP
Transcription Service .....Capitol
Representative .....McGillvra
President .....George Arthur Smith
General Manager.....Charles J. Wingate
Commercial Manager.....Leonard Fielding
Pgm., Mus. Dir.....Charles McMillan
Chief Engineer.....Dave Jordan

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.

Bus.-Studio Address .....Jackson
Phone Number 7-3316
Transmitter Location.....Bemis Hway.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Branham
Membership ..... NARTB, BAB
Exec. V.-P.....A. A. Stone
Station Manager.....Frank S. Proctor
Asst. Manager.....Leslie R. Brooks, Jr.
Studio Director.....Sam D. Lollar
Chief Engineer.....Robert M. Gordon

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone Number 2780
Transmitter.....Bristol-Kingsport Hway.
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....W. H. Lancaster
Sta., Comm. Mgr.....Hanes Lancaster Jr.
Sales Prom. Mgr., Pub. Dir.....Ken Matthews
Pgm., Prod., News Dir.....Robert Walker
Chief Announcer.....Ed Cowell
Chief Engineer.....O. K. Garland

WETB

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Tennessee Bcstg. Co.
Business Address.....Press Bldg.
Phone Number 2993
Studio-Transmitter Location.....Irwin Hiway
Air Time.....6 a.m.-sunset
News Service .....AP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB, BAB
President.....Carl A. Jones, Jr.
Station Manager.....Cliff Goodman
Commercial Manager.....Bud Kelsey
Program Director.....Berney Burleson
Chief Engineer.....E. B. Jones

WKIN

KINGSPORT—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cy N. Bahakel
Address .....Kingsport
Owner.....Cy N. Bahakel

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone Number 2870
News Service .....AP
Transcription Service .....Thesaurus, World
Representative .....Donald Cooke
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Mus., News, Pgm. Dir.....Martin Karant
Chief Engineer.....Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone Number 4-3321
Transmitter Location....Painter & Concord Sts.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
President.....Gilmore N. Nunn
Gen.-Sta. Mgr., Pgm. Dir.....John P. Hart
Commercial Manager.....James A. Dick
Chief Engineer.....J. Rex Horton

WIBK

KNOXVILLE—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Independent Bcstg. Co., Inc.
Business-Studio Address....406 W. Church St.
Phone Number 4-9866
Transmitter Location.....Rouse Hill
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NARTB
President.....J. Harold Smith
Sta., Gen. Mgr.....Marvin I. Thompson
Program Director.....Bob Johnson
Promotion Manager.....Margaret C. Peltier
Chief Engineer.....John D. Caylor
News Director.....Lorene Ball

WKGN

KNOXVILLE—1947—MBS-LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address.....Atop the Park Natl. Bank Bldg.
Phone Number 4-0766
Transmitter Location.....2166 Ailor Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe

Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Clarence Beaman
Station Manager ..... J. E. "Gene" Bouldin
Comm. Mgr. ..... Guy L. Smith
Publicity Director ..... Bill Sorrell
Chief Engineer ..... Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc. ..... Power: 10,000 Watts
Owned-Oper. By .. Scripps-Howard Radio, Inc.
Business-Studio Address .... 110-112 S. Gay St.
Phone Number 3-3171
Transmitter Location .. Anderson Rd. nr. Beverly
Air Time ..... 5 a.m.-1:05 a.m.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Branham
President ..... Jack R. Howard
Gen.-Station Mgr. ..... R. B. Westergaard
Comm.-Sales Prom. Mgr. ..... O. L. Smith
Program-Production Dir. ..... C. A. McMahon
Publicity Director ..... Walter Corning
Chief Announcer ..... Lowell Blanchard
Musical Director ..... Jerry Collins
Chief Engineer ..... Ray Evans

WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc. ..... Power: 5000 Watts
Owned-Operated By ... Mountcastle Bcstg. Co.
Business-Studio Address ..... 612 Gay St.
Phone Number 2-7111
Transmitter Location ..... Holston Hills
Air Time ..... 20 hrs.
News Service ..... UP
Transcription Service ..... World, Capitol
Representative ..... Avery-Knodel
President ..... Paul Mountcastle, Sr.
Gen., Sta. Mgr. ..... W. H. Linebaugh
Commercial Manager ..... J. T. McCloud
Pgm., Prod. Dir. ..... J. H. Reese
Publicity Director ..... Wayne Hudson
Chief Engineer ..... Fred Andrews
Consulting Engr. ..... Glenn D. Gillett

WDXE

LAWRENCEBURG—1951—MBS

Frequency: 1370 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Lawrenceburg Bcstg. Co.
Address ..... Locke Bldg.
Phone Number 4462
News Service ..... UP
Transcription Service ..... Capitol, SESAC
Representative ..... Burn-Smith
President ..... Aaron R. Robinson
General Manager ..... George Eubanks
Commercial Manager ..... Glenn Smith
Program Director ..... Ken Marston
Promotion Manager ..... Eud Sawyer
Chief Engineer ..... James S. Thomas

WCOR

LEBANON—1949

Frequency: 900 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Lebanon Bcstg. Co., Inc.
Address ..... Cumberland Ave.
Phone Number 1540
News Service ..... UP
Transcription Service ..... Lang-Worth
General Manager ..... Theo. F. Ezell Jr.
Program Director ..... Jack Hendrickson
News Director ..... Walt Dillard
Chief Engineer ..... William Johnston

WLIL

LENOIR CITY—1950

Frequency: 730 Kc. ..... Power: 500 Watts d.
Owner ..... Arthur Wilkerson Lumber Co.
Address ..... Bway at Grand
Phone Number 1095
Transcription Service ..... SESAC
News Service ..... UP
Owner, Gen. Mgr. ..... Arthur Wilkerson
Commercial Manager ..... Otis Parker
Program Director ..... Fred Pell
Chief Engineer ..... P. C. Melone

WJJM

LEWISBURG—1947—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Estate of James J. Murray
Address ..... East Hill
Phone Number 780
News Service ..... AP
General Manager ..... Louis D. Lingner
Chief Engineer ..... J. E. Sowell

WGAP

MARYVILLE—1947—LBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Aluminum Cities Bcstg. Co.
Address ..... 503 Blount Natl. Bank Bldg.
Phone Number 2490-1
Transmitter Location ..... Louisville Pike
Membership ..... NARTB
Air Time ..... 5 a.m.-12 M.
News Service ..... AP
Transscription Service ..... Lang-Worth
Co-owners ..... F. H. Corbett, H. C. Weaver
Gen., Sta. Mgr. ..... F. H. Corbett
Prod., Prog. Dir. ..... Joe Wheeler
Chief Engineer ..... Curtis Lamarr
Commercial Manager ..... Walter Moore

WMMT

McMINNVILLE—1947—MBS
KEYSTONE

Frequency: 1230 Kc. ... Power: 250 Watts d., n.
Owned-Oper. By .. McMinnville Brdg. Co., Inc.
Address ..... McMinnville
Phone Number 401

Transmitter Location .....North Chancery St.
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....World
President .....Dr. Sam J. Albritton
General Manager .....Royce E. Richards
Commercial Manager.....Van Slack
Sales Prom. Manager.....Henry Trent
Program Director.....Ernie Richards
Chief Engineer .....Hubert Beasley

WDIA

MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Operated By.....John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
Transmitter Location.....1125 University
Air Time .....Daytime
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Bert Ferguson
Commercial Manager.....Harold F. Walker
Program Director.....Christine Spindel
Production Director.....David James
News Dir.....Marie Wathen

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Harding College, Searcy, Ark.
Bus.-Studio Address.....Hotel Gayoso
Phone Number 8-6868
Transmitter Location.....Circle Rd.
Air Time.....Full Time
News Service .....AP
Representative.....Weed & Co.
Membership .....NARTB, BAB
Gen., Sta. Mgr.....John Cleghorn
Comm. Mgr. .....Bill Grumbles
Pgm., Dir.....Gordon Lawhead
Music. Dir.....Dick Covington
Prod. Dir.....Lee McEachern
Chief Engineer.....Welton Roy
Consulting Engr.....McIntosh & Englis

WHHM

MEMPHIS—1946—LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number 37-4422
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service....Lang-Worth, Capitol
Representative .....Forjoe
Membership .....NARTB
President.....P. E. Furlow
Gen., Sta. Mgr.....C. K. Beaver
Commercial Manager.....Louis Zlotky
Pgm., Prod. Dir.....Jack Brooks
Publ., News Dir.....Bob Jones
Chief Engineer.....William Marsh

WMC

MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location .....Thomas Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....Earl Moreland
Program Director.....Wilson Mount
Production Director.....Ott Roush
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
News Dir. .....Bob Pigue
Chief Engineer.....E. C. Frase, Jr.

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone Number 5-2663
Transmitter Location.....N. Benjestown Rd.
Air Time.....5 a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service .....Standard
Representative .....Radio Representatives
Membership .....NARTB, BAB
V.P., Gen. Mgr.....Harold R. Krelstein
Sta., Sales Prom. Mgr.....W. B. Rudner
Program Director.....George Faulder
News Director.....Tys Terwey
Chief Engineer.....J. E. Deaderick

WREC

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone Number 5-1313
News Service .....UP
Transcription.....World, Lang-Worth, SESAC
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

WCRK

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...Brown Ave.
Phone Number 1450
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
President.....Herbert S. Walters
Gen., Comm. Mgr.....Howell Ashford
Program Director.....John Frank McCrary
Chief Engineer.....James R. Redden

WGNS

MURFREESBORO—1947—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P. O. Box 456
Phone Number 1450
Representative .....Holman
Transcription Service.....Lang-Worth, World
News Service .....UP
Pres., Gen. Mgr.....Cecil Elrod
Vice-President.....Mrs. Cecil Elrod, Sr.
Secy.-Treas.....Cecil Elrod, Sr.
Commercial Manager.....Robertson C. Scott
Promotion Manager.....John D. Hood
Chief Engineer.....Will Dunn

WKDA

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Bus.-Studio Address..1st American Natl. Bank Bldg.
Phone Number 4-0511
Transmitter Location..2nd Ave. & Peabody St.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Bolling
Membership .....NARTB
(Partners) Owners .....T. B. Baker, Jr. & A. G. Beaman
General Manager.....T. B. Baker, Jr.
Sports Director .....L. H. Munson
Program Director.....Alfred G. Kengott, Jr.
Chief Engineer.....Oscar C. Griffin, Jr.
Consulting Engr. .....A. D. Ring Co.

WLAC

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLAC Bcstg. Service
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone Number 6-0161
Transmitter Location.....Old Hickory Blvd.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Owner.....J. T. Ward
Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Sales Manager.....Frank Gonzales
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address .....Maxwell House
Phone Number 4-3411
Transmitter Location.....Hydes Ferry Rd.
Air Time.....5 a.m.-12 M.
News Service .....UP
President.....Frank W. Mayborn
Gen. Sta. Mgr.....George B. Faulder
Sales Prom. Mgr.....Clarence L. Waggoner
News Director.....Robert L. Chaudoin
Chief Engineer.....Charles W. Stokely
Consulting Engineer.....McIntosh & Inglis

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Phone Number 4-7611
Transcription Service .....Standard
Pres., Gen.. Comm. Mgr.....Van T. Irwin, Jr.
Program Director.....Donn C. McInturff
Chief Engineer.....Harold Motlow

WOKE

NASHVILLE—1951—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Air Mart Corp.
Address.....P. O. Box 391, Grove Center
Phone Number 5-1333
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Harry C. Weaver
Commercial Manager.....Richard S. Quinn
Production Manager.....William S. Sorrell
Chief Engineer.....Curtis LaMarr

WSIX

NASHVILLE—1927—ABC-LBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By Jack and Louis R. Draughon
Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location.....McGavock Road
Air Time .....6:00 a.m. to 12:00 M.

News Service .....AP
Transcription Service .....World
Station Representative..George P. Hollingbery
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Louis R. Draughon
Comm. Manager.....E. S. Tanner
Pgm. Dir.....Jim McKinney
Chief Engineer .....Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned By.....Natl. Life & Accident Ins. Co.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number 6-7181
Transmitter Location.....12 Mi. in the country
News Service .....AP, INS
Transcription Service .....Thesaurus
Representative .....Edward Petry
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Program Director.....Jack Stapp
News Director.....Harold Baker
Chief Engineer.....George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashville Bcstg. Co.
Address.....1703 Hillmont Drive

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Air Time .....Unlimited
News Service .....UP
Representative .....Burn-Smith
Pres., Gen., Comm. Mgr....David H. Carpenter
Program Director.....Arthur J. Metzler
Chief Engineer.....Marvin L. Paul

WTPR

PARIS—1947—KBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. System, Inc.
Bus.-Studio Address.....Davis Bldg.
Phone Number 1700
Transmitter Location.....Clipty Rd.
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....Virgil L. Lindner Jr.
Commercial Manager.....B. C. Kilgore
Chief Engineer.....Don Somerville

WKSR

PULASKI—1947—LBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Richland Bdcstg. Co.
Address ..... Radio Center
Phone No.....1066-67
Transmitter Location.....Highway 64-W
Air Time .....Sunrise-Sunset
News Service .....UP
Membership .....NARTB, BAB
President.....W. K. Jones
Gen., Sta. Mgr.....Virgil Trimm
Comm., Sales Prom. Mgr....Wallace Beecham
Pgm. Dir., Chief Anncr.....George Martin
Production Director.....Corky Hoover
Publ., News Dir.....Allene Williams
Chief Engineer.....Richard Spruill
Consulting Engineer.....John Mullaney

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Phone Number 1400
Transmitter Location .....Lewisburg Hway.
News Service .....UP
President .....Harvard Smith
Gen., Comm. Mgr.....Charles Christian
Program Director.....Charles Bragg
Chief Engineer.....Tim Marsh

WDBL

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address .....Springfield
Phone Number 1287
Transcription Service .....World
News Service .....UP
Pres., Gen. Mgr.....Walter A. Duke
Program Director.....Kenneth Early
Chief Engineer.....Anna A. Duke

WJIG

TULLAHOMA—1948—LBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Raymond L. Prescott, Jr.
Business Address.....Old Winchester Hway.
Phone Number 2607-8
Studio-Trans. Location..Old Winchester Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr...Col. Raymond L. Prescott, Jr.
Station Manager.....James Walkup
Chief Engineer.....William C. Spraggins
Consulting Engr. .. ..Claude Gray

WENK

UNION CITY—1946—MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Phone Number 1240-1
Transmitter Location.....Fulton Hway.
Air Time.....5 a.m.-11 p.m.

News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Pres., General Mgr.....Aaron B. Robinson
Sta. Mgr., Pub. Dir.....Louis C. Wrather
Sales Prom., Comm. Mgr..Edwin A. Kallenberg
Prog., Prod. Director.....Mrs. Lee Smith
Chief Announcer.....Ray Brown
News Director.....David Banks
Chief Engineer.....James Thomas
Farm Editor.....Tom Garth

WCDT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Address .....Box 1103
Phone Number 2201
Transmitter Location .....Cowan Hway.
News Service .....UP
Pres., Gen., Prom. Mgr.....Arthur D. Smith, Jr.
Commercial Manager.....Harry W. Sullivan
Pgm., News Dir.....Russell Bradley
Chief Engineer .....Frank Spencer

TEXAS

Pop. April 1, 1952 (Est.) 8,046,000—Total Housing Units 2,398,125
Families April 1, 1952 (Est.) 2,151,000—Stations in State 185

KRBC

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Windsor Hotel
Phone Number 4-6255
Transmitter Location.....Old Anson Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Associated
Representative.....John E. Pearson
President.....Mrs. Eva M. Hanks
General-Station Mgr.....Howard Barrett
Comm. Mgrs.....John Mingus (Local); Forest Lane (National)
Sales Prom. Manager.....Forest Lane
Chief Engineer.....J. B. Casey
Consulting Engr. .....Commercial Radio

KWKC

ABILENE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut Sts.
Phone Number 4-7286
Air Time.....18 hrs.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor
President.....W. P. Wright
Gen., Prom. Mgr.....A. C. Etter
Commercial Manager.....Tyler Stewart
News, Pgm. Dir.....Leonard Johnson
Chief Engineer.....Forest Tipton

KBKI

ALICE—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone Number 2070
Transmitter Location.....No. on Hiway 281
Air Time.....6 a.m.-12 M.
News Service .....AP
President.....E. G. Lloyd, Jr.
Gen., Sta. Mgr.. .....A. C. Lloyd, Jr.
Commercial Manager.....Nat Watson
Sales Prom. Mgr.....Bill Dromgool
Pgm., Music. Dir. .....J. Allen Frye
Chief Announcer.....Joe Melody
News Director.....Bill Scofield
Chief Engineer .....S. L. Spencer

KVLF

ALPINE—1947—MBS
LBS—KBS—CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 37
Studio-Transmitter .....Kokernot Field
News Service .....UP
Representative .....Hil F. Best
Membership .....NARTB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager .....Gene Hendryx
Program Director.....Cathrine Conner
Chief Announcer.....Randy White
News Director .....John Newell
Chief Engineer .....Earl McCall
Consulting Engr.....Harry Banemum

KAMQ

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.

Phone Number 2-6543
Representative .....Forjoe
Transcription Service.....Capitol, Thesaurus
News Service .....AP
President.....Walter G. Russell
Vice-President.....Hoyt Houck
Secy.-Treas., Gen. Mgr.....R. D. Houck
Commercial Manager.....Jess Richardson
Program Director.....Ray Whitworth
Promotion Manager.....Johnny Hathcock
Chief Engineer.....Stewart Parsons

KFDA

AMARILLO—ABC—LBS

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Amarillo Bcstg. Corp., Inc.
Business-Studio Address.....109 E. 5th St.
Phone Number 5343
Transmitter Location.....Belaire Pk.
News Service .....UP
Transcription Service .....World
Representative ..... Branhan Co.
Membership .....NARTB, BAB
President .....Gilmore Nunn
General Manager.....John G. Ballard
Pgm. Dir.....Tom Priest
News Director .....Kelly West
Chief Engineer.....Kenneth Bean
Farm Editor .....Kelly West

KGNC

AMARILLO—1922
NBC-LONE STAR

Frequency: 710 Kc. ...Power: 10,000 Watts d., Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address .....Radio Building
Phone Number 3-4242
Transmitter Location .....Fritch Hwy.
Air Time .....5:30 a.m.-12 M.
News Service .....UP, AP
Transcription Service..Lang-Worth, M. M. Cole
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Gene A. Howe
Gen., Sta. Mgr.....Tom Kritser
Sales Promotion Manager..Peggy Williamson
Pgm., Prod. Dir. .....Bob Watson
News Director.....Wesley S. Izzard
Chief Engineer.....W. H. Torrey
Consulting Engr.....A. Earl Cullum, Jr.

KLYN

AMARILLO—1949—CBS
WESTERN NET

Frequency: 940 Kc.....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh
Phone Number 2-6773
Trans. Loca. .....7 Mi. SE of City
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership .....NARTB, BAB
President .....R. G. Hughes
General Manager .....Kenyon Brown
Station Manager .....Howard Roberson
Chief Engineer .....Gene Fennimore

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Phone Number 2277
Transmitter Location .....Highway 19
Air Time .....Daytime
News Service .....UP
Sta., Gen. Mgr. .....J. B. McNutt, Jr.
Consulting Engr.....Merl Saxon

KALT

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone Number 681
Transcription Service .....Capitol
News Service .....UP
President.....Herman H. Wommack, Jr.
Gen., Sta. Mgr.....David A. Wommack
Commercial Manager.....Robert Bieloh
Program Director.....Norm Bale
Chief Engr.....James L. Waites

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
Bus.-Studio Address....520 Capital Natl. Bank Bldg.
Phone Number 2-6213
Transmitter Location.....First & Tillery Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
President.....Wendell W. Mayes
Station Manager.....Louis R. Cook
Program Director.....Warren M. Beaman
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....Brown Bldg. (P. O. Box 717)
Phone Number 2-2424
Transmitter Location.....Manchaca Rd.
Air Time .....6 a.m.-12 M.

News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
President.....Claudia T. Johnson
General Manager .....J. C. Kellam
Sales Manager.....Sam Plyler
Program Director.....Richard S. Pryor
Publicity Director .....Revis Taylor
News Director .....Paul Bolton
Chief Engineer.....A. B. Hearn

KTXN

AUSTIN

Frequency 1370 Kc. ...Power: 1000 Watts d.,
Owned-Oper. By .....Radio KTXN, Inc.
Address.....P. O. Box 1102
Phone Number 74476
Transmitter Location .....Bee Cave Rd.
Air Time .....Sunrise-Sunset
President.....Ed C. James
General Manager.....Frank Stewart
Commercial Manager.....Joseph K. Harry
Sales Promotion Manager.....Frank Foster
Program Director.....Mrs. Lilia Guzman
Chief Engineer.....Paul Lindhorn

KVET

AUSTIN—1946—MBS-LIBERTY

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 1116
Phone Number 8-8521
Transmitter Location.....Bull Creek Rd.
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Forjoe
President.....John B. Connally
General Manager .....Willard Deason
Commercial Manager.....Charles Howell
Pub., Pgm., Prod. Dir. .....Dave Smith
Chief Engineer.....Alfred W. Scharath

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address .....Zappe Bldg.
Phone Number 3151-3161
Air Time.....6 a.m.-10:15 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC
President, General Mgr.....R. E. Bruce
Comm., Sales Prom. Mgr.....R. F. McGarvey
Chief Engineer.....W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....Bay City
Phone Number.....4642-3
Stud.-Trans. Loc.....East W. Columbia Hway.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
President.....J. L. Long
General Manager.....Bryan Powell
Station Manager.....Cleve Griffin
Commercial Manager.....Boyd Porter
Sales Promotion Manager...Gordon Calcoate
Program Director.....Paul Young
Production Director.....Sie Schineder
Chief Engineer.....Charles Cunningham

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number 8251
Trans. Loca. .....Ft. of E. Texas Ave.
News Service .....AP
President.....C. Q. Alexander
Secretary-Treasurer .....Sylvia McKinstry
Vice-President.....O. J. Howell

KREL

BAYTOWN—1947—LBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address ...P. O. Box 419, Decker Dr.
Phone Number 8211-2
Studio-Transmitter Location.....Decker Dr.
News Service .....UP
Transcription Service .....World
Representative .....Thomas F. Clark
President .....Robert Matherne
Gen. Mgr.....William M. Lightfoot
Commercial Manager.....Richard Rosenfeld
Program Director.....Mary Lightfoot
Chief Engineer.....Emilio Rodriquez

KFDM

BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address ....P. O. Box 2950, 1420 Calder Ave.
Phone Number 2-7758
Trans. Loca.....Bridge City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....D. A. Cannan
Gen., Sta., Comm. Mgr. .....C. B. Locke
Sales Promotion Mgr. .....H. F. Caldwell
Prod. Dir.....Conrad Bering, Jr.
Pub. Dir., Farm Editor .....Ralph Ramos
Pgm., News Director.....Dave Russell
Chief Engineer .....Harold W. Bartlett

KPBX

BEAUMONT—1947—LBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KPBX Bcstg. Co.
Address.....P. O. Box 1432
Phone Number 2-0201
Representative .....Forjoe
Transcription Service .....Standard
President, General Manager.....J. M. Gilliam
Program Manager.....Lynn Toney
Advertising Manager.....C. P. Ward

KRIC

BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Eenterprise Co.
Bus.-Studio-Trans. Address.3130 Blanchette St.
Phone Number 4-9421
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
President.....O. Eugene Davis
Vice-Pres., Gen. Mgr.....E. C. Davis
Station Manager.....Les Ryder
Commercial Manager.....John Edwin Henry
Program Director.....Mrs. Virginia Ryde
Chief Engineer.....Marvin J. Easterwood
Consulting Engr.....Glenn D. Gillett

KTRM

BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number 2-8478
Transmitter Location .....Crow & Odom Rds.
Air Time.....5 a.m.-12:30 a.m.
News Service .....INS
Transcription Service .....World
Representative .....Adam Young
Pres., Gen.-Sta. Mgr.....Jack Neil
Commercial Manager.....Bill McRae
Pgm., Prod. Dir.....Roy Dixon
News Director .....Jack Neil
Chief Engineer.....Ben F. Hughes
Consulting Engr.....Gautney & Ray

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. ...Powe : 250 Watts d., 250 Watts n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone Number 1490
Air Time .....6 30 a m.-10:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
General Manager .....John D. Rosi
Chief Annor.....Louis B. Shaw
News Director.....Bob Frank Nance
Pgm. Dir., Chief Engr.....Harry W. Wardell
Consulting Engr. ....Glenn D. Gillett & Asso.

KBST

BIG SPRING—1936—ABC TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number 1500
Transmitter Location.....1½ Mi. N.E. of city
Air Time.....17 hrs.
News Service .....AP
Representative.....John E. Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Sales Prom. Mgr., Pgm. Dir.....J. N. Young, Jr.
Publicity Director.....Jack Wallace
Chief Engineer.....Andrew M. Jones
Consulting Engineer.....Commercial Radio

KTXC

BIG SPRING—1949—LBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Phone Number 3300
Trans. Loca. .....City Park
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Pres., Gen. Mgr.....V. T. Anderson
Sta. Mgr., News Dir.....Woodie Groves
Commercial Manager.....James O. Taylor
Prog. Dir.....Miss Ernest Dean Rodman
Chief Announcer.....Fred Mathews
Chief Engineer.....Billie Austin
Farm Editor.....Bruce Frazier

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frank Svoboda
Bus.-Studio-Transmitter Address..903 E. 4th St.
Phone Number 781
Air Time .....Sunrise-sunset

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....Box 110
Phone Number 1600
Studio-Transmitter Lacation..1431 Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Trans. Serv.....World, SESAC
Membership .....NARTB
President.....R. G. Hughes
General Manager.....Jack Roberts
Commercial Manager.....Louis Roberts

News Director.....Jake Shubinski
Musical Director.....Bob Jackson
Chief Engineer.....Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address .....Brady
Phone Number 7777
Transmitter Location .....Brady
Air Time.....8 a.m.-10 p.m.
News Service .....AP
Representative.....Hil F. Best
Gen.-Station Manager.....G. L. Burns
Comm., Sales Prom. Mgr.....J. S. Sloane
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—LBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number 1430
Transmitter Location.....1½ Mi. W. of city
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....R. W. Chapman
Commercial Manager.....Sidney Foster
Program Director.....T. Drake
Chief Engineer.....R. L. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Tom S. Whitehead
Business Address.....108½ Main St.
Phone Number 655
Transmitter Location....2 Mi. N. on Hway. 36
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Tom S. Whitehead
Commercial Manager.....J. C. Price
Chief Engineer.....R. D. Elder

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone Number 1000
Transmitter Location .....Tahoka Hwy.
Air Time.....5:30 a.m.-Sunset
News Service .....UP
Transcription Service .....Capitol
Membership .....NARTB, BAB
Gen., Comm. Mgr. .....David R. Worley
Sales Prom. Mgr., Publ. Dir.....Sid McIntosh
Program Director .....Nathan Daniel
Chief Announcer.....Don Opheim
Chief Engineer.....Hardin L. Smith

KBOR

BROWNSVILLE—1949—LBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....1934 Central Blvd.
Phone Number 2-5677
Transmitter Location .....1934 Central Blvd.
Air Time.....6 a.m.-12
News Service .....AP
Trans. Service .....World, Thesaurus
Representative .....Best
Chief Announcer .....Tom Martin
Pres., Gen., Sta. Mgr. .....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pgm., Prod. Dir. .....R. E. Fowler
Chief Engineer.....Willis A. Wilson
Consulting Engr. .....George E. Gautney

KVAL

BROWNSVILLE—ABC
TEX. QUAL. NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....T. Frank Smith
Address.....P. O. Box 1792
Phone Number 2-6452
Transmitter Location .....Hway 77
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....BAB
President, Gen. Mgr.....T. Frank Smith
Comm. Sta. Mgr.....T. Frank Smith, Jr.
Chief Engineer.....Don Morris
Consulting Engr. .....George C. Davis

KBWD

BROWNWOOD—1941—MBS

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number 2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Representative .....Walker
Pres., Gen. Mgr., Pgm. Dir. ..W. Mayes, Jr.
Commercial Manager .....Joe B. Foster
Sales Prom. Mgr. .....Bill Jamar
Chief Engineer.....A. W. Stewart
Consulting Engr. .....Everett Dillard

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number 3-1240
Transmitter Location.....Villa Maria Rd.

Air Time.....6 a.m.-M.
Owner, Gen. Mgr. .....David C. Jones, Jr.
Comm., Sales Prom. Mgr.....M. Ralph Weedon
Chief Announcer.....R. D. Jones
Chief Engineer.....David C. Jones

KDET

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone Number 1199
Location ..... Center
Air Time .....Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....Hil F. Best
Pres., Pgm. Dir. .....Talbert E. Foster
Gen., Comm. Mgr.....Tom E. Foster
News Dir., Chief Ann.....Jack Bell
Chief Engineer.....Harlan Riley

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number 1085-6
Transmitter Location....1 Mi. W. of Childress
Air Time.....Local sunrise-sunset
News Service .....AP
Representative .....P. W. Seward
President.....R. Malone Hagan
Gen., Sta. Manager.....George D. Cowan
Program Director.....LeRoy Carter
Publicity Director.....Nelle Carter
Chief Announcer.....Bob Pace
Chief Engineer.....William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
Phone Number 1025
Transmitter Location .....Route 3
Air Time.....Sunrise to Sunset only
News Service .....AP
Representative.....Hil F. Best
Pres., Gen., Comm. Mgr.....George W. Marti

KSTA

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co., Inc.
Business Address.....Box 432
Phone Number 8406
Studio-Transmitter Address....Abilene Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Capitol
Representative .....Hil F. Best
President.....H. H. Jackson
Gen., Sta. Mgr.....Floyd Shelton
Comm. Mgr.....Dan C. Guthrie
Pgm. Dir., Chief Anncr.....Bill Fox
Chief Engineer.....Brownie Seals

WTAW

COLLEGE STATION—1922

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Agricultural & Mechanical College of Texas
Bus.-Studio Address .....College Station
Phone Number 66724
Transmitter Location.....College Station
Air Time.....6 a.m.-local sunset
News Service .....AP
Sta. Mgr.....Richard L. Webb
Commercial Manager.....Helen McLendon
Pgm. Dir., Chief Anncr.....John Scogin
Chief Engineer.....Richard L. Webb
Farm Editor.....Dick Hickerson
Consulting Engr. .....H. C. Dillingham

KVMC

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Colorado City Bcstg. Co.
Address.....1.3 Mi. W. of Colorado City
Phone Number 64
News Service .....AP
Partners .....Marshall Formby, Eldon Mahon, Clint Formby
Manager ....Clint Formby
Comm. Mgr., Pgm. Dir.....Walter Grubbs
Chief Engineer.....Paul Brown

KMCO

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Montgomery County Bcstg. Co.
Address.....324 N. Main
Phone Number 1190
News Service .....UP
Transcription Service .....Standard
President .....Reagan Smith
Station Manager.....James C. Dorrell
Sales Manager.....David L. Oglesby
Pgm., News Dir.....Hal H. Coley
Chief Engineer.....John W. Neathery

KEYS

CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Phone Number 2-7411
Address.....P. O. Box 1460
Transmitter Location.....Shell Rd.

General Manager.....Aubrey Jackson
Manager .....Kelly Wofford
Program Director.....Robert Cutting

KRIS

CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone Number 4-6354
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Pgm. Dir., Prom. Mgr.....Charles Nethery
Chief Engineer.....Buster Harvey

KSIX

CORPUS CHRISTI—1947—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Phone Number 2-9242
Transmitter Location .....Whelan Dr.
Air Time.....5:45 a.m.-1 a.m.
Transcription Service.....RCA Thesaurus
Representative .....Forjoe & Co.
Pres., Gen. Mgr. .....Vann M. Kennedy
Commercial Manager ...Charles R. Manning
Program Director.....Henry Schwartz
Publicity Director.....Carol Ann Burg
Chief Engineer .....W. K. Bridges
Consulting Engr. .....James H. Burney

KUNO

CORPUS CHRISTI—LBS—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca. .....19th & Agnes Sts.
Phone 4-5203
Air Time .....Unlimited
Transcription Service.....Capitol, Associated
Membership .....NARTB, BAB
President.....Leslie C. Smith
Gen. Mgr.....J. H. Mayberry
Station Manager.....Ben F. Blackman
Commercial Manager .....Peggy Lindsay
Asst. Manager.....Herbert N. Garrett

KWBU

CORPUS CHRISTI—1944

Frequency: 1030 Kc...Power: 50,000 Watts d.
Owned-Oper. By.....Texas Baptist Convention
Representative .....Branham
News Service .....AP
General Manager.....Carr P. Collins
Sta., Sales Prom., Comm. Mgr...Harry H. Hayes
Prod., Mus. Director.....George Wilcox
Chief Engineer.....Nestor Cuesta
Consulting Engineer.....Earl Cullum & Nestor Cuesta

KAND

CORSICANA—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number 2486
Transmitter Location .....No. Hway. 75
News Service .....UP
Transcription Service .....World
Representative .....Branham
President.....J. C. West
General Manager.....Luther A. Johnson, Jr.

KIVY

CROCKETT—1949

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Hamilton H. Callen & James H. Gibbs
Address .....P. O. Box 478
Phone Number 222
Transcription Service .....Lang-Worth
News Service .....UP
Ptnr., Gen. Mgr., Chief Engr...
Hamilton H. Callen
Ptnr., Prom. Mgr., Pgm. News Dir.
James H. Gibbs
Farm Editor.....Don Gatz

KCFH

CUERO—1949—LBS

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....A. M. Respondek
Phone Number 700
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Best, Biddick
Pres., Gen. Mgr., Chief Engr...A. M. Respondek
Commercial Manager.....Edson Foster
Program Director.....Charlice Dietze

KXIT

DALHART—1948—LBS-KBS

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Address.....P. O. Box 1350
Phone Number 740
News Service .....UP
Representative .....Best
Transcription Service .....Lang-Worth
Co-owner, Gen. Mgr.....Ken Bishop
Chief Engineer.....Bill Smith

KIXL

DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
Transmitter Location.....5500 Parkdale Dr.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, World, MacGregor, Capitol, Associated
Representative .....Forjoe
President, General Manager.....Lee Segall
Commercial Manager.....Charles F. Payne
Production Manager.....John D. Wilson
Chief Engineer.....Bob E. Tripp
Consulting Engineer .....George P. Adair

KLIF

DALLAS—1948—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By .....Trinity Bdcstg. Corp
Business-Studio Address.....2100 Jackson St.
Phone Number .....RAndolph 2421
Transmitter Location.....Scyene Rd
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Representative .....John A. Pearson
Membership .....NARTB, BAE
President .....Gordon McLendon
General Manager... .....Ray Lewis
Commercial Manager.....Bill Weaver
Program Director .....Joe Roddy
Chief Announcer.....Art Nelson
Chief Engineer.....Glenn Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone Number .....RA 6811
Transmitter Location .....Garland
Air Time.....5:15 a.m.-12 M.
News Service .....UP, AP, INS
Transcription Service.....Standard, SESAC
Representative .....Branham
Membership .....NARTB, BAB
President.....John W. Runyon
General Manager.....Clyde W. Rembert
Commercial Mgr.....William A. Roberts
Program Director.....Roy George
Pub. Dir., Prom. Mgr. .....A. J. Putnam
Chief Engineer.....Bill B. Honeycutt

KSKY

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Business-Studio Address.....Hotel Stoneleigh
Phone Number .....6193 Randolph
Transmitter Location.....Bruton Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Membership .....NARTB
Partner, Gen. Mgr.....A. L. Chilton
Station Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Program Director.....Leonard Holland
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By....Dallas Morning News
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Transmitter Location.....WFAA-820; WFAA-570, Grapevine
Air Time .....Unlimited
News Service.....AP, UP
Trans. Serv. .....Lang-Worth, Associated
Representative.....Edward M. Petry
Membership .....NARTB, BAB
President.....E. M. Dealey
General Manager.....Martin B. Campbell
National Comm. Mgr. ...Ralph W. Nimmons
Asst. Manager.....Alex Keese
Sales Prom. Mgr. .....Mrs. Wyona Portwood
Program Director.....Karl Lambertz
Publicity Director .....Harry Koenigsberg
Chief Engineer.....J. Raymond Collins

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg.
Phone Number .....Tenison 6101
Transmitter Location.....White Rock Lake
News Service .....AP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB
Chairman.....E. O. Cartwright
Gen., Comm. Mgr., Chief Engr..Durward Tucker
Sales Prom. Mgr., Pgm. Dir.....Pete Teddlie
Publicity Director.....Louise Freedman
Consulting Engineer.....Commercial Radio

KDLK

DEL RIO—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone Number 1234

Studio-Transmitter Location.....Cypress & E. Second Sts.
News Service .....UP
Representative .....Howard
President.....James A. Clements
Gen., Comm. Manager.....Don R. Howard

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
Address .....Hotel Denison
Phone Number 3-400
Transmitter Location..2 Mi. N. City, Hiway 75
News Service .....AP
President .....B. V. Hammond, Jr.
Vice-President.....L. L. Hendrick
Program Director.....Allen Hundley
Chief Engineer .....Franklin Bailey

KDNT

DENTON—1938—LBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center
Phone Number 276
Transmitter Location .....Hway 24
News Service .....UP
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Trans. Add. ...Hway. 287, No. edge of Dumas
Phone Number 2-5000
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hil F. Best
President.....Lucian M. Spencer
Gen., Sta., Comm. Mgr.....Ken Duke
Prod., Publ. Director.....Al Tremble
News, Pgm. Dir.....Bill Lask
Chief Engineer .....George Pepin
Consulting Engr.....Guy Hutcherson

KURV

EDINBURG—1947—LBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
Address .....Edinburg
Phone Number 710
Studio-Transmitter Location..2 Mi. N. State Hy.
Air Time .....Sunrise-Sunset
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, FMA
President.....James Cullen Looney
Gen. Mgr.....Albert C. Ryan
Program Director .....Jack Moran
Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....515 E. Jackson St.
Phone Number 1390
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President .....Culp Krueger
Manager .....Melbadean Wells
Commercial Manager.....Horace Wells
Program Director.....Bob Hathaway
Chief Engineer.....Joe Miller

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oil City Bcstg. Co.
Address .....Radio Rd.
Phone Number 1051
Transcription Service .....Standard
President.....A. C. Raines, Jr.
Gen., Sta., Comm. Mgr.....Mrs. L. McCowan Chapman
Program Director.....Jean Thompson
Chief Engineer.....Bill Frank Lindsay
Consulting Engineer.....Bill Elkins

KELP

EL PASO—1947—LBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hills Bldg.
Phone Number 3-3658
Representative .....Pearson
Transcription Service.....KBS, Capitol
President.....B. R. McLendon
Gen., Sta., Comm. Mgr.....Dick Weaver
Sales Prom. Mgr.....Charles Gish
Program Director.....Walter Peterson
Production Director.....Robert M. Lindley
Chief Ann., News Dir.....Bob Lindley
Chief Engineer.....Virgil Cisneros
Consulting Engineer.....Weldon & Carr

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By....Rowley-Brown Bcstg. Co.
Address .....2419 N. Piedras St.
Phone Number 5-2731
Trans. Loca. ..Hway. 54, 10 Mi. N.E. of City
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP

Transcription Service...Standard, Lang-Worth
Representative .....John Blair & Co.
Membership .....NARTB, BAB
Exec. Vice President .....Kenyon Brown
General Manager .....Willard L. Kline
Commercial Manager ...Howard W. Baldwin
Publ., Pgm. Dir., Farm Editor...Cecil Sansbury
Sales Prom. Dir.....Sam H. Bennett
Chief Engineer .....E. L. Gemoets
Consulting Engineer.....A. Earl Cullum

KROD

EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Corp.
Business-Studio Address...2201 Wyoming St.
Phone Number 2-6551
Transmitter Location..3½ Mi. N., Newman Rd.
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor Co.
President.....Dorrance D. Roderick
Gen., Comm. Mgr.....Val Lawrence
Promotion Manager.....T. Wiseheart
News, Program Director.....Ted Hunt
Chief Engineer.....Edward P. Talbutt

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address.....706 N. Mesa Ave.
Representative .....McGillvra
Transcription Service .....Capitol
News Service .....AP
President .....Fred Harvey
General Manager.....George R. Thady
Commercial Manager.....Don Brooks
Chief Engineer.....Frederick Sheehan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone Number 2-5423
Transmitter Location.....First St., Ascarate
Air Time .....6 a.m.-11:30 p.m.
News Service .....INS
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Karl O. Wyler
V.P.-Sec.....Roy T. Chapman
Program Director.....Jack Chapman
Chief Engineer.....Kenneth J. Walton
Consulting Engr.....George P. Adair

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address .....Ralls Highway
Phone Number 11
News Service .....UP
Representative .....Continental, Kellar
President .....Ed Holmes
Gen., Prom. Mgr.....James E. Stanton
Comm. Mgr., News Dir.....Len Sucher
Program Director.....Wayne Robison
Chief Engineer.....Pat Jeter

KCNC

FORT WORTH—1946—WESTERN

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address .....P. O. Box 629
Phone Number .....Fortune 7175
Transmitter Location.....4000 Lawnwood St.
Air Time .....Daytime
News Service .....AP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....J. H. Speck
Commercial Manager .....J. N. Mullan
Program Director.....Jim Bradley
Chief Engineer .....Chester Grubbs
Consulting Engr. .....A. Earl Cullum, Jr.

KCUL

FORT WORTH—1946

Frequency: 1540 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone Number .....SUnset 6555
Transmitter Location .....Kennedale
Air Time.....5:30 a.m.-1:30 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
Commercial Manager.....Homer Hogan
Sales Promotion Manager.....W. E. Moore
Program Director.....Jerry Hahn
Production Director.....Charles Temple
Publicity Director.....Maydell Wallace
Chief Engineer.....R. L. McAlister
Consulting Engineer.....William L. Foss

KFJZ

FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number.....Ed 3474
Transmitter Location .....Birdville
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB

Pres., Gen. Mgr. ..... Gene L. Cagle
Comm. Mgr. ..... Clyde D. Pemberton
Pgm. Dir. ..... Hal Thompson
Chief Engineer ..... James T. Peterson
Consulting Engr. ..... Commercial Radio

KWBC

FORT WORTH 1946

Frequency: 970 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Worth Bcstg. Co.
Bus.-Studio Address ..... Box 7116
Phone Number ..... VA 1279
Transmitter Location ..... Kimbo Rd.
Air Time ..... Daytime
News Service ..... AP
Representative ..... Rambeau
President ..... Judge P. W. Seward
General Manager ..... Lewis Love
Commercial Manager ..... Pat McFathers
Sales Prom. Mgr. ..... Charles Lewis
Program Director ..... Dean McClain
Publicity Director ..... Dorothy Reed Hill
Chief Engineer ..... Melvin Parsons

KXOL

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address .. 1216 Pennsylvania Ave.
Phone Number ..... Edison 1448
Transmitter Location ..... Gallaway Rd.
Air Time ..... 6 a.m.-M.
News Service ..... AP
Representative ..... John E. Pearson
President ..... F. M. Skinner
Gen. Sta. Mgr. ..... Herman K. Clark
Commercial Mgr. ..... Hewel Jones
Chief Engineer ..... John R. Crouse

WBAP

FORT WORTH—1922
NBC-ABC-LONE STAR

Frequency: 820 Kc. ..... Power: 50,000 Watts
Frequency: 570 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Carter Publications, Inc.
Business Address ..... 3900 Barnett St.
Phone Number ..... Ft. Worth LO-1981
Transmitter Location .. WBAP-820, Grapevine; WBAP-570, Grapevine
Air Time ..... 5:30 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Associated, Cole
Representative ..... Free & Peters
Membership ..... NARTB
President ..... Amon Carter
Directors ... Harold Hough, George Cranston
Commercial Manager ..... Roy Bacus
Program Director ..... Ed Lally
Production Director ..... A. M. Woodford
Pub. Dir. ..... Thaine Engle
Chief Announcer ..... Frank Mills
News Director ..... James A. Byron
Musical Director ..... Gene Baugh
Chief Engineer ..... R. C. Stinson
Farm Editor ..... W. A. Ruhmann
Consulting Engineer ..... A. D. Ring

(See Page 652)

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Gillespie Bcstg. Co., Inc.
Business-Studio Address .. Security State Bank Bldg.
Phone Number 311
Air Time ..... 6:30 a.m.-10 p.m.
News Service ..... AP
Representative ..... Hil F. Best
President ..... Walter T. McKay
Chief Engr., Sta., Gen. Mgr. . Norbert A. Fritz

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Gainesville Bcstg. Co.
Address ..... Box 222
Phone Number 248, 1600
Air Time ..... Sunrise-Sunset
News Service ..... AP
Transcription Service ..... Standard, Ullman
President ..... Joe M. Leonard, Sr.
General Manager ..... Joe M. Leonard, Jr.
Comm. Mgr. ..... Earl Leonard
Program Director ..... Jerry Talley
Chief Engineer ..... Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. ..... Power: 1000 Watts d., 250 n.
Owned-Oper. By .... The Galveston Bcstg. Co.
Business-Studio Address ..... P. O. Box 1138
Phone Number 3-4329
Transmitter Location .. E. end Galveston Island
Air Time ..... 6:30 a.m.-M.
News Service ..... AP
Gen., Sta. Mgr. ..... James W. Bradner, Jr.
Commercial Manager ..... Orland O. Dodson
Program Directory ..... Tom Dawson
Chief Engineer ..... Jesse Simms
Consulting Engr. ..... A. Earl Cullum, Jr.

KLUF

GALVESTON—1922—LIBERTY

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... The KLUF Bcstg. Co.
Business-Studio Address ..... 300 Haden Bldg.
Phone Number 5-6676
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World
Representative ..... William G. Rambeau
President ..... Orrin Tucker

It's WBAP For Top Proven Quality Coverage of the Fort Worth-Dallas and Southwest Market.....

1 WBAP-820 (NBC)—50,000 watts, clear channel; 1949 Daytime BMB: 976,380 families, 291 counties, 8 states; 1949 Nighttime BMB: 1,078,200 families, 511 counties, 16 states.

2 WBAP-570 (ABC)—5,000 watts. 1949 Daytime BMB: 656,850 families, 193 counties, 2 states; 1949 Nighttime BMB: 581,810 families, 190 counties, 2 states.

3 WBAP-TV, Channel 5 (NBC and ABC)—500,000 viewers in the South's leading market. October, 1951, Hooper Television Audience Index, Fort Worth-Dallas, Texas.

Share of television audience.

	WBAP-TV	Sta. B	Sta. C
MONDAY THROUGH FRIDAY 12:00 Noon to 6:00 p. m.	50.3	22.3	27.4
SUNDAY THROUGH SATURDAY EVE. 6:00 p. m.-11:00 p. m.	44.3	36.6	19.0

4 FACILITIES! The WBAP AM-FM-TV plant is probably the most complete operation in the United States. Spacious facilities and latest equipment (all under one roof) for all types of commercial film production and radio recording.

5 MARKET! The Fort Worth-Dallas metropolitan area is one of the fastest growing markets in the country—more than ONE BILLION dollars annual retail sales in Tarrant and Dallas Counties alone!

WBAP AM-FM-TV 570 - 820 Channel

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

STAR-TELEGRAM STATION • FORT WORTH, TEXAS • FREE & PETERS INC. *Exclusive National Representatives* • AMON CARTER, *President* HAROLD HOUGH, *Director* GEORGE CRANSTON, *Manager* ROY BACUS, *Commercial Mgr.*

General Manager.....Robert J. Savage
Commercial Manager.....Guy H. Popham
Program Director.....Braden E. Clough
Chief Engineer.....L. D. Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....C. A. Lee
Address.....T. W. Apartment Bldg.
Phone Number 516
Transmitter Location .....Kilgore Highway
News Service .....UP
Transcription Service .....Capitol
Representative .....Hil F. Best
Commercial Manager.....J. O. Sisk
Sales Prom. Mgr. .....Tom E. Perryman
Program Director.....Joe Talley
Gen. Mgr., News Dir.....Douglas Reeh
Chief Engineer .....Lloyd Johnson

KCTI

GONZALES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 St. George St.
Phone Number.....770
Transmitter Location..2½ Mi. E. City, Hiway 200
Air Time .....6:30 a.m.-10 p.m.
News Service.....AP
Transcription Service .....SESAC
Representative.....Gene Grant, Cooke
Gen. Comm. Mgr.....Lawrence M. Walshak
Prom. Mgr., Pgm. Dir., Chief Engr.....
Frank Wilson, Jr.
Consulting Engineer .....George C. Davis

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestair, Inc.
Address.....Box 748
Phone Number.....1200
Studio-Transmitter Location.....Hiway 24
Transcription Service .....SESAC
General Manager.....H. V. Newsom
Program Director.....Eugene Turner

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Phone Number 2066
Air Time.....18 hrs.
News Service .....AP
Owner, Pres. .....Truett Kimzey
Gen., Comm.., Prom. Mgr.....Leo Hackney
Pgm. Dir., Chief Ann.....James D. Jones
Chief Engineer.....Tom Clyce

KCLW

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Bus.-Studio Address .....Box 592
Phone Number.....500
Transmitter Location.....2½ Mi. Hway. 36
News Service.....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
President .....Clyde Weatherby
Gen. Mgr.....J. H. Smith
Chief Engineer .....Carl Knelly

KGBS

HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Phone Number 2200
Studio-Transmitter Address...U. S. Hway. 83
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service....Associated, Standard
Representative.....Weed & Co.
President .....McHenry Tichenor
General Manager .....Troy McDaniel
Commercial Manager.....Dave Bennett
Chief Engineer.....Al Beck

AP SELLS

For Stations and Sponsors —

For instance . . . KRIS

"Listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it 'asset' and 'finest investment.'"

T. FRANK SMITH,
President,
KRIS, Corpus Christi, Texas

KSOX

HARLINGEN—1951—MBS

Frequency: 1530 Kc...Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Roy Hofheinz
Address.....1519 West Harrison
Phone Number 3500
News Service .....UP
Representative .....Avery-Knodel
President .....Roy Hofheinz
General Manager.....Gould Beech
Assistant Manager.....Allen Dale
Program Director.....Joe Keith
Chief Engineer.....Bob Bush

KGRI

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 1111
Phone Number 4528
News Service .....UP
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
Manager .....Cliff Crawford
Program Director.....James T. Reeves
Chief Engineer.....James Austin

KPAN

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number 860
Representative .....Best
Transcription Service .....Thesaurus
News Service .....UP
President .....Marshall Formby
Gen. Sta. Mgr.....Clint Formby
Commercial Manager.....Bob Blount
Chief Ann., Pgm. Dir.....Bob Hess
Production Director.....Kathleen Cayler
Chief Engineer.....Dennis Surber
Consulting Engineer.....Stewart & Stewart

KHBR

HILLSBORO—1948—LBS

Frequency: 1560 Kc.....Power: 250 Watts d.
Transmitter Location.....Hway. 77
Representative .....Best
News Service .....UP
Membership .....BAB
General Manager.....Ray J. Williams
Station Manager.....Nelson Galle
Comm. Mgr., Pgm. Dir.....J. K. Lane
Chief Engineer.....Bill Stanley
Consulting Engineer.....Stewart & Stewart

KATL

HOUSTON—1947—LBS

Frequency: 1590 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....Texas Bdcsters., Inc.
Address .....412 Main St.
Phone Number .....PReston 3108
Transmitter Location .....Post Oak Rd.
Air Time .....24 Hours
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... IMS
Membership .....NARTB, BAB
President .....William H. Talbot
Gen., Sta. Mgr. .....King H. Robinson
Program Director .....Johnny Edwards
Chief Engineer .....Edward Martin
Consulting Engineer .....Kear & Kennedy

KCOH

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston, Inc.
Business-Studio Address.....1 Main St.
Phone Number .....Charter 1888
Transmitter Location .....Kerr St.
Air Time.....Daytime
News Service.....UP
Transcription Service .....World, Associated
Representative.....John E. Pearson
Pres., Gen. Mgr. .....Robert C. Meeker
Pgm., Publ. Dir.....Hal Hazelrigg
Chief Announcer, Prod. Dir.....John Neely
Chief Engineer.....Dick Locke

KLEE

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business-Studio Address.....Milby Hotel
Phone Number.....Preston 1161
Transmitter Location.....1 Mi. from intersection N. Sherperd & Airline
Air Time.....24 hrs.
News Service .....UP
Transcription Service .....World
Representative.....Adam J. Young
Membership .....NARTB
President.....W. Albert Lee
General Manager.....Cal Perley
Commercial Manager.....Bill Edwards
Pgm., Publ. Dir.....Noel Pettingell
Chief Engineer.....Harold Weinzel
Consulting Engineer.....Andrew Ring

KNUZ

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.

Business-Studio Address.....4701 Caroline St.
Phone Number.....Keystone 2581
Transmitter Location ..N. Ennis & Freund Sts.
Air Time .....14 Hours
News Service.....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB
President.....Max E. Jacobs
Gen., Sta. Mgr.....David Morris
Comm. Mgr.....Jack Healy
Production Director.....Walter Colvin
Publicity Director.....Inez Elbel
Chief Announcer.....Biff Collie
Chief Engineer.....O. C. Crossland
Musical Director .....J. R. Covington, Jr.
Consulting Engr.....Thomas Lockett

KPRC

HOUSTON—1925
NBC—T. Q. N.

Frequency: 950 Kc. ...Power: 5000 Watts d., 5000 Watts n.
Owned-Oper. By .....The Houston Post Co.
Address .....Lamar Hotel
Phone Number .....FAirfax 7101
Transmitter Location .....Deepwater
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edw. Petry & Co.
President .....W. P. Hobby
Vice-Pres., Gen. Mgr.....Jack W. Harris
Commercial Manager .....Jack McGrew
Sales, Promotion Manager....Marsh Callaway
Program Director.....Frances Sullivan
News Director .....Pat Flaherty
Chief Engr. .....Harvey T. Wheeler

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roy Hofheinz
Bus.-Studio Address .....4005 Travis St.
Phone Number.....Keystone 5535
Transmitter Location.....Nr. San Jacinto Battlegrounds
Air Time.....5 a.m.-12 M.
News Service .....UP
Representative .....Avery-Knodel
President.....Roy N. Hofheinz
Gen., Comm., Prom. Mgr.....Bill Bennett
Production Director.....Ted Nabor
Publicity Director .....Lauri Schutt
Program Director.....John Knapp
Chief Engineer.....O. B. Johnson
Consulting Engineer .....John Creutz

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KTRH Bcstg. Co.
Address .....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location .....Baytown
News Service .....AP, INS
Transcription Service.....World
Representative.....John Blair
President .....B. F. Orr
Station Manager .....Roy Herndon
Sales Manager .....Ray Bright
Program Director .....Tom Jacobs
Engineers.....Tom Hiner, Lester Mullan

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
Phone Number .....CApitol 6151
Transmitter Location .....Deepwater
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service ..Standard, Lang-Worth
Representative .....Free & Peters, Inc.
Membership.....NARTB, ABD, FMA
President .....Glenn H. McCarthy
V.P., Gen. Mgr. .....Fred Nahas
Commercial Manager .....Howard C. Evans
Program Director .....Ted Hills
Production Director .....Ken Bagwell

AP SELLS

For Stations and Sponsors —

For instance . . . KTRH

"Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP's ability to build a loyal audience of people who BUY."

RAY HERNDON,
Manager,
KTRH, Houston, Texas

Publicity Director.....Ednah Forester
Chief Engineer .....Gerald Chinski
Consulting Engr.....Craven, Lohnes & Culver

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address.....Highway 75 So.
Phone Number 666
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
General Manager.....H. C. Bailes
Asst. Mgr. News Dir.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Albert W. Strong
Consulting Engineer.....Merl Saxon

KEBE

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address.....Box 1071
Phone Number 2211
Air Time .....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Gen. Mgr.....Bill A. Laurie
Station Manager.....Mrs. B. A. Laurie
Commercial Manager .....J. D. Spencer
Chief Engineer .....Eugene R. Kintz

KTXJ

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....Texas Theatre Bldg.
Phone Number 580
Transcription Service .....Capitol
News Service .....AP
President .....Joe Fisher
General Manager.....Mrs. Joe J. Fisher
Commercial Manager.....L. B. Herring III
Program Director.....Nida A. Marshall
Chief Engineer.....Fred Smith

KMBL

JUNCTION—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.Kimble County Bcstg. Co.
General Manager.....James E. Calhoun

KERB

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kermit Bcstg. Co., Inc.
Address .....Hway. 302
Phone Number 3481
Transcription Service .....Lang-Worth
News Service .....UP
President.....George H. Cook
News Director.....Ray Boyd Kilman
Gen., Comm. Manager.....Victor King
Program Director.....James Boultinghouse
Promotion Manager.....Gene Connors
Chief Engineer.....James Radcliffe

KEVT

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
Representative .....Best
Manager .....Dean Turner

KOCA

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address .....Radio Bldg.
Phone Number 2001
Transmitter Location .....Martin & Ross Sts.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Representative .....Hil F. Best
President.....Roy G. Terry
Gen., Sta., Comm., Sales Prom. Mgr.
Prog., Prod., News, Mus. Dir..James C. Elamon
Chief Engineer.....Karem O. Soule

KINE

KINGSVILLE—1948—LBS

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Address .....205 E. King St.
Phone Number.....1317
Transmitter Location .....Bishop
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Representative.....Hil F. Best
Membership .....NARTB, BAB
President.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Engineer.....R. T. Whitaker
Consulting Engr.....C. E. Page

KPET

LAMESA—1946—KBS

Frequency: 690 Kc.....Power: 250 Watts
Operated By.....Lamesa Bcstg. Co.
Business Address.....502 S. First
Phone Number 690
Studio Trans. Location.....2 Mi. S. Lamesa
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Membership .....NARTB, BAB

Gen.-Sta. Mgr.....Bob Bradbury
Commercial Mgr.....Clayton Barkhurst
Program Dir. .....Olene Blewett
Chief Engineer.....Eugene Cornelius
Consulting Engr.....Glenn D. Gillett

KHIT

LAMPASAS—1948—LBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Address.....P. O. Box 228
Phone Number 721
Representative .....Best
Transcription Service .....Lang-Worth
News Service .....UP
Gen., Comm. Mgr., News Dir. Harry Van Slycke
Program Director.....Ken Fulton
Chief Engineer.....Don Peak

KLVT

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Forest Weimhold
Address .....P. O. Box 866
Phone Number 1030
Transmitter Loc.....Farm to Market Hiway.
News Service .....AP
Transcription Service .....Standard
Station Representative .....Hil F. Best
General Manager.....Gerald H. Sanders
Commercial Manager.....Joe Garrison

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address.....Box 192
Phone Number 400
Studio-Transmitter Location.....Clovis Hway.
News Service .....AP
Transcription Service .....SESAC
President .....J. C. Rothwell
General Manager.....J. B. McShan
Program Director.....Othell W. Whitson
Chief Engineer.....Jack Duemler

KFRO

LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number 1370, 411
Transmitter Location.....2118 Marshall Ave
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB, BAB
President.....James R. Curtis

KLTI

LONGVIEW—1948—LBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone Number.....4331
Studio-Trans. Address.....Mobberly Ave. Ext.
News Service .....UP
Transcription Service ...Associated, Standard
Representative .....Pearson
President.....R. G. LeTourneau
General Manager .....Lloyd Hawkins
Commercial Manager.....Art Green
Program Director.....Lawrence Birdsong
Chief Engineer.....Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number 5-6348
Transmitter Location.....U. S. Hway. 84
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Associated
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, General Mgr.....Joe H. Bryant
Assistant Manager.....Robert L. Snyder
Commercial Manager.....George L. Tarter
Chief Engineer.....Frank Lee

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 790 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number 5-5567
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard, Capitol
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Gene A. Howe
Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Leete Lackson
Program Director.....Noel (Bud) Thompson
Chief Engineer.....Scott Bledsoe
Consulting Engr. .....A. Earl Cullum

KSEL

LUBBOCK—1946—LBS

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....1916 Ave. Q

Phone Number 3-0484
Transmitter Loca.....½ Mi. E. of Courthouse
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Wm. G. Rambeau & Co.
President.....Walter G. Russell
General Manager.....David P. Pinkston
Commercial Mgr. .....M. M. Rochester
Program Director.....Wayne Allen
Chief Engineer.....Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address .....Lufkin
Representative.....Continental Radio Sales
Owner, Promotion Manager...Darrel E. Yates

KTRE

LUFKIN—1947—MBS-LONE STAR

Frequency: 1420 Kc.....Power: 1000 Watts d., 1000 Watts n.
Owned-Oper. By...Forest Capital Bcstg. Co., Inc.
Address .....P. O. Box 701
Phone Number 1420
Transmitter Location.....114½ N. First St.
Air Time.....5:25 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Taylor Co.
Membership .....NARTB
President.....R. W. Wortham, Jr.
Gen., Sta., Comm. Mgr.....Richman G. Lewin
Promotion Manager.....Kenneth Barfield
Program Director.....Royce Christenson
Prod., Pub. Dir.....Murphy Martin
Chief Engineer.....Fred C. Hill
Consulting Engineer.....Bill Antoney

KMHT

MARSHALL—1947
MBS—TEX. STATE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Business-Studio Address.....109 W. Rusk St.
Phone Number 7826-7
Transmitter Location.....Old Jefferson Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
President .....F. M. Skinner
General Manager.....Herman Clark
Station Manager.....Myrl Stein
Program Director.....Alice Rose Becker
Chief Announcer.....Bill Merrill
Chief Engineer.....R. L. Clay

KRIO

McALLEN—1947—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frontier Bcstg. Co., Inc.
Business Address.....P. O. Box 1551
Phone Number 1700
Transmitter Location.....3 Mi. W. of Edinburg
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Representative .....Weed
President.....Gene L. Cagle
Gen. Manager.....Stanley Wilson
Comm., Sales Prom. Mgr....Ingham S. Roberts
Chief Engineer.....Wm. Meiners

KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone Number 183-4
Transmitter Location..1½ Mi. W. of McKinney
Air Times .....6:30 a.m.-sunset
News Service .....AP
Transcription Service .....Lang-Worth
President .....Robert Forte
Gen., Sta. Mgr., Pgm. Dir...Miss Denise Adkins
Comm., Sales Prom. Mgr.....Melvin Belew
Chief Announcer, Engr.....C. W. Rampy
News Director.....Wayne Farrar
Consulting Engineer.....Guy C. Hutchinson

KCRS

MIDLAND—1935—ABC
TEXAS STATE

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address.....Scharbauer Hotel
Phone Number 2-4393
Transmitter Location.....W., Hiway 80
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Membership .....BAB
President .....Clarence Scharbauer
General Station Manager.....J. M. McDonald
Commercial Manager .....G. L. McDonald
Sales Prom. Mgr.....Robert L. Warren
Chief Announcer.....Don Bassman
News, Pgm. Dir.....Doyce Elliot
Chief Engineer.....Tom Yates
Consulting Engr.....Frank H. McIntosh

KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil

Address .....Box 1658
Phone Number 4-5152
News Service .....UP
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Manager.....Mareen White
Sales Promotion Manager.....Bill Bennington
Pgm., News, Mus. Dir.....Claude Hainey
Production Director.....Kieth Ward
Publicity Director.....Dorothy Stafford

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....Raymond River
Phone Number 319
Transmitter Location.....N.E. edge of City
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Pres., General Mgr.....Raymond River
Program Director.....Glenn Duke
Chief Engineer .....Jerry Hickman

KVKM

MONAHANS—1947—MBS-LBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Radio Center
Phone Number 438
Transmitter Loc.....1½ mi. No. Hway. 82
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
President.....Mrs. Charles W. Stuckey
Gen., Comm. Mgr.....William B. Lee
Program Director.....J. Ross Rucker
Chief Engineer.....John Rosenberger

KIMP

MOUNT PLEASANT—1948—LBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone Number 915
Studio Trans. Location...W. on Dallas Hiway
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President, General Mgr.....Winston O. Ward
Program Director.....Ruby Stanley
Chief Engineer.....Cliff Taylor

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Box 8
Phone Number 1230
Transmitter Loca.....1½ mi. S. on Hiway 59
News Service.....UP
Transcription Service .....Lang-Worth
President.....Kelly Bell
General Manager .....J. C. Stallings
Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947—LBS

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Oper. By ...Nacogdoches Br. Co., Inc.
Address.....1509 North St.
Phone Number 860
Transmitter Location.....1.5 Mi. E. Pruitt Hill
Air Time .....Daytime
Transcription Service .....Capitol
Pres., Gen., Sta., Comm. Mgr...Wilbur C. Fouts
Sales Promotion Manager....Sara Jane Moon
Pgm., Mus. Dir.....Mary Margaret Marshman
Chief Ann., Prod Dir.....James Kippenbrock
Chief Engineer.....Leroy Morgan
Consulting Engineer.....Gerald Chensky

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address .....184 Castell

AP SELLS

For Stations and Sponsors —

For instance . . . KPDN

"All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends."

COY C. PALMER,
Station Manager,
KPDN, Pampa, Texas

Phone Number 1612
Transcription Service.....Thesaurus, Cole
News Service .....AP
Pres., Gen. Mgr.....F. T. Wilson
Pgm., News Dir.....Howard Edwards
Chief Engineer.....L. J. Owen

KECK

ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d. 500 Watts n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address .....120 W. 3rd St.
Phone Number 6-5791-2
Transmitter Location.....Hway. 80, 3 Mi. W.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Lang-Worth, Standard, SESAC
Representative .....Forjoe
Owner, Gen.-Sta. Comm. Mgr., Pub. Dir. .....Ben Nedow
Prod., Prg. Director.....Roy Elsner
Chief Ann., News Editor.....Tom Rollins
Chief Engineer.....George A. Cerboskas
Consulting Engr.....George C. Davis

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone Number 6-4301
Transmitter Location.....Crane Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor Co.
Pres., General Manager.....Cecil L. Trigg
Commercial Manager.....Jay Mehaffey
Sales Prom. Mgr.....Ed Costello
Continuity Director .....John Guffey
Program Manager.....John Vacca
Publicity Director.....Charlie King
Chief Engineer.....James Simpson
Consulting Engr.....Ed Talbot

KRIG

ODESSA—1945—MBS-LBS-KBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Business-Studio Address.....Crane Hway.
Phone Number 6-6871-2
Transmitter Location.....Crane Hway.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best

KECK

Dial "920"

FIRST in Permian Basin
in Coverage
in Listeners-Conlan survey year in and year out in Local Sports
in Nation's Richest Market

Fastest Growing Market in the U. S. Supply center for over 25,000 Producing Oil Wells in Permian Basin

HOME of the World's Largest Carbon Black Plant

Effective Buying Power—$1,470 per capita

COVERS 18 counties in West Texas, 3 in New Mexico
63,610 radio homes in ½ millivolt area
It costs less than .07 to reach 1,000 homes in KECK's primary area

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—$232,675,000

Total General Food Sales—$49,622,000

Source—Standard Rate and Data 1950-1951 Consumers' Market

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,
Owner and General Manager

National Representative
FORJOE AND COMPANY, INC.
19 W. 44th Street, New York 18, N. Y.

KECK

ODESSA, TEXAS

Your Best Buy in Radio

P-esident.....R. O. Canon
General Manager.....Jack W. Hawkins
Promotion Manager.....Barney Hubbs
Commercial Manager.....Jack Howard
Station Manager.....Marguerite Larue
Chief Ann., News, Pub. Dir.....Bob Smith
Program Director.....Jack Lee
Chief Engineer.....Harold Poole

KOGT

ORANGE—1948—LBS-KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Lucas Bldg.
Phone Number 8-4381
Transmitter Location .....Hiway. 87 No.
Station Repr. .....Hill F. Best
President .....M. L. Jacobs
General Manager.....Rocky Stone
Commercial Manager.....Frank Dusenbury
Program Director.....Jerome Oppel
Promotion Manager.....Hulan Smith
Chief Engineer.....Loyd Vincent

KNET

PALESTINE—1935—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....Hotel O'Neill
Phone Number 8686
Transmitter Location.....Strickland Park
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
President.....B. A. Laurie
Station Manager .....Don Norton
Prog. Dir.....Marvin Crain
Publicity Director.....Mrs. Emo Laurie
Chief Engineer.....E. R. Kintz
Consulting Engr.....Guy Hutcheson

KPAT

PAMPA—1951—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. C. Daniels
Address .....Pampa
Phone Number 2511
News Service .....UP
Transcription Service .....Capitol
Representative .....Pearson
President.....J. C. Daniels
General Manager.....J. W. Crabtree
Commercial Manager.....C. B. Snoddy
Program Director.....Jim Terrell
Chief Engineer.....Edward Murphree

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper By....Freedom Newspapers Inc.
Address .....Box 901
Phone Number 1100
Trans. Location....U. S. Hway. 60 E. of Town
Air Time .....6 a.m.-12 M.
News Service.....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Gen., Sta. Manager.....Coy Palmer
Pgm., News Dir. .....Kay L. Fancher
Chief Engineer .....Garth W. Osborn
Consulting Engineer .....Sillman & Barclay

KFTV

PARIS—1950—KBS-LBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Address.....First Nat'l Bank Bldg.
Phone Number 166
News Service .....UP
Transcription Service .....SESAC
Representative .....Best
President .....Cecil Hardy
General Manager.....Aubrey T. Harris
Commercial Manager.....Harry J. Porter
Pgm., News, Farm Dir.....Norman Butler
Chief Engineer.....Stafford E. Davis

KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Address .....Hway. 124
Phone Number 1124-5-6
Transmitter Location.....Hway. 124
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
President .....Boyd Kelley
Gen., Sta. Manager.....Fred Kincaid
Commercial Manager.....Bob Prichard
Program Director.....Jack Carney
Chief Engineer.....Paul H. Daniels
Consulting Engr.....A. Earl Cullum, Jr.

KLVL

PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Felix H. Morales
Address.....Pasadena State Bank Bldg.
Phone Number.....Grand 2-1361
President, Gen. Mgr.....Felix H. Morales
Commercial Manager.....C. B. Rice
Secretary-Treasurer.....Mrs. Felix Morales
Program Director.....Victor Lara Ortegen
Chief Engineer.....Eugene C. McNally

KIUN

PECOS—1935—MBS—LBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....306 S. Sedar St.
Phone Number 999-8
Transmitter Location.....1 Mi. N. of Town
Air Time.....6:30 a.m.-10:30 p.m.

News Service ..... UP
Representative ..... Hil F. Best
General Manager ..... Jack Hawkins
Commercial Manager ..... David Martin
Program Director ..... Bob Stevens
Publicity Dir. ..... Barney Hubbs
Consulting Chf. Engr. ... Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Great Plains Bcstg. Co.
Address ..... Box 917
Transmitter Location ..... ¼ mi. SW.
Air Time ..... 6 a.m.-10:30 p.m.
Transcription Service .... Lang-Worth, Capitol
Membership ..... NARTB
President ..... Carl Ellis
Gen., Sta., Comml. Mgr. ..... Irvin R. Buchanan
Sales Prom. Mgr. ..... Jerry Drennan
Program Director ..... Zeb Williams
Chief Engineer ..... Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KVOP, Inc.
Business-Studio Address ..... Veigel Bldg.
Phone Number 1400
Transmitter Location ..... W. of Plainview
News Service ..... AP
Membership ..... NARTB, BAB
President ..... W. J. Harpole
Gen., Sta. Manager ..... Kermit Ashby
Comm., Sales Prom. Mgr. ..... Bill Harrell
Program Director ..... Ralph Thorton
Chief Engineer ..... Wayne Hawkins
Consulting Engr. ..... Comml. Radio

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Atascosa Bcstg. Co.
Address ..... Box 247
Transcription Service ..... Capitol, SESAC
Representative ..... Best
General Manager ..... Ben L. Parker

KOLE

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Port Arthur Bcstg. Co.
Business Address ..... P. O. Box 1126
Phone Number 2-9436
Studio Address ..... Payne Bldg.
Transmitter ..... Pt. Arthur-Beaumont Hiway
News Service ..... AP
Transcription Service ..... Lang-Worth
Ptnr., Gen. Mgr., Chf. Engr. ..... Socs Vratis
Commercial Manager ..... Glenn Hewitt
Promotion Manager ..... Hugh McElroy
Ptnr., Pgm. Dir. ..... Mary Anne Petru

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Port Arthur College
Bus.-Studio Address ..... 1500 Procter St.
Phone Number 5-7458
Transmitter Location ..... Hway. 87
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Pearson
Membership ..... NARTB
Sta., Gen. Manager ..... Marjorie R. Vickers
Sales Prom. Mgr. ..... George Crouchet, Jr.
Program Director ..... Corinne Enos
Production Director ..... Freda Halwe
Publicity Director ..... Mack Newberry
Chief Engineer ..... M. Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Orville L. Jenkins
Address ..... Box 566
Phone Number 654
News Service ..... AP
Pres., Gen. Mgr. ..... Orville L. Jenkins
Commercial Manager ..... Helen Norris
Program Director ..... Dick Dormier
Chief Engineer ..... Lester Agee

KFRD

ROSENBERG—1948

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Ford Bend Bcstg. Co.
Business Address ..... P. O. Box 832
Phone Number 980
Transmitter Location ..... Extension of Ave. N.
Air Time ..... 6 a.m.-Sunset
News Service ..... UP
Transcription Service ..... Lang-Worth
Gen., Comm., Sales Prom. Mgr. ... Jim Hairgrove
Local Sales Mgr. ..... Audrey Lewis
Pgm. Dir., Chief Ann. ..... Charles Harrison
Publ., News Dir., Farm Editor .... Jim Hairgrove
Chief Engineer ..... Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... KGKL, Inc.

Business-Studio Address.....P. O. Box 850
Phone Number 6715
Transmitter Location.....Robert Lee Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....H. C. Ragsdale
General Manager.....Lewis O. Seibert
Commercial Manager .....Bill Williamson
Program Director.....Mrs. Jean Welch
Chief Engineer.....William Poteet
Consulting Engr.....Evertt L. Dillard

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number 7183
Transmitter Location.....Robert Lee Rd.
News Service .....UP
Representative .....Taylor
President.....Armistead D. Rust
General Manager.....Robert McClellan
News Dir., Comm. Mgr.....Walton Foster
Program Director.....O. L. Sams
Chief Engineer.....Robert Benson

KABC

SAN ANTONIO—ABC

Frequency: 680 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number .....Fannin 3126
Air Time .....5 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representativc .....John Blair
Membership .....NARTB, BAB
President.....Gene L. Cagle
Station Manager.....Bill Michaels
Asst. Manager .....Earle Fletcher
Program Director .....Jim Wiggins
Chief Engineer.....Joseph B. Haigh

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Raoul A. Cortez
Business-Studio Address.....KCOR Bldg.
Phone Number.....Cathedral 1301
Representatives.....Everett McKinney, Oakes
President, Gen. Mgr.....Raoul A. Cortez
Commercial Manager.....William P. Smythe
Asst. Comm. Mgr.....Richard O'Connell
Program Director.....Stanton L. Morris

KITE

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Charles W. Balthrope
Business-Studio Address....310 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....San Antonio
News Service .....AP
Representative .....Pearson
Station Manager.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program Director.....Alec Chesser
Chief Engineer.....John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
Phone Number.....Fannin 5254
Air Time .....Daylight
Representative .....McGillvra
President .....Joe Olivares
Gen., Sta., Sales Prom. Mgr.....L. E. Richards
Commercial Manager.....R. E. Johnson
Chief Engineer.....L. E. Richards
Consulting Engineer.....Guy C. Hutcheson

KMAC

SAN ANTONIO—1926—MBS-LBS

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Oper. By.....The Walmac Co.
Address.....222-24 W. Commerce St.
Phone Number .....Cathedral 6211
Transmitter Location...Hwy. 87, Martinez and Converse Road
Pres., Gen., Comm. Mgr....Howard W. Davis
Sales Promotion Manager.....Sam Young
Program Director.....A. S. (Tony) Bessan
Chief Engineer .....Al Knight

KONO

SAN ANTONIO—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Eugene J. Roth
Address.....317 Arden Grove
Phone Number.....Fannin 5171
Transmitter Loc. .....Gembler Rd.
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Owner .....Eugene J. Roth
General Manager.....Jack L. Pink
Station Manager .....Bob Roth
Commercial Manager.....James M. Brown
Program Director.....Robert F. Jenkins
Publicity Director .....Jack Roth

Chief Engineer.....George Ing
Consulting Engr. .....Lynne Smeby

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number .....Garfield 1251
Transmitter Location.....Eisenhauer Rd.
News Service.....AP, UP
Transcription Service..Associated, MacGregor
Representative. .....Free & Peters
President..... .....Frank G. Huntress, Jr.
Genl., Comm. Mgr.....Charles D. Lutz
Program Director.....H. H. Carr
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone Number .....Garfield 4221
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Edward Petry & Co., Inc.
President .....Hugh A. L. Halff
Gen., Sta. Manager.....Arden X. Pangborn
Commercial Manager.....Rex Preis
Sales Promotion Manager.....Dallas Wyant
Prod. Director.....Bill Shomette
Publicity Director .....Imogene Stanley
News Directors .....Henry Howell (Day),
Austin Williams (Night)
Musical Director .....Melvin Winters
Chief Engineer .....Charles L. Jeffers
Farm Editor.....Billy McReynolds
Consulting Engineer .....A. D. Ring & Co.

KCNY

SAN MARCOS—1948—KBS-LBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....P. O. Box 32
Phone Number 888
Transmitter Location .....1105 McKie St.
Station Representative .....Hil F. Best
President.....Edw. C. James
Gen. Mgr., News Dir.....Tom C. Fleet
Commercial Manager.....Ronald C. Ives
Program Director.....Ernest Wood
Promotion Manager.....Sonny Stewart

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....W. Lawson, G. Kiel
Business-Studio Address.....200 S. Camp St.
Phone Number 1580
Transmitter.....½ Mi. N. on McQueeney Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hil F. Best
General Manager.....Garfield Kiel
Comm., Sta. Mgr.....Stan McKenzie
Prog. Dir., Chief Announcer...Henry Lehnhoff
Chief Engineer.....Louis Sowder
Consulting Engr.....Guy Hutcheson

KSEY

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Seymour
News Service .....AP
Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
Chief Engineer.....Kenneth L. Skillern
Program Director.....Hugh E. Neeld
Consulting Engineer.....Guy C. Hutcheson

KEVA

SHAMROCK—1949—KBS-LBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By...Shamrock Texas Bcstg. Co.
Address.....P. O. Box 21
Phone Number 620
Air Time .....Daytime
Transcription Service .....Capitol
President.....James D. Abbott
Comm. Mgr., Chf. Engr.....Farrell M. Brooks

KRRV

SHERMAN DENNISON—1936
MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address.....Box 94 (Dennison)
Box 665 (Sherman)
Phone Number..423 (Dennison); 201 (Sherman)
Representative .....Pearson
Transcription Service.....Associated, World
News Service .....UP
President.....G. H. Wilcox
General Manager..Tom E. Spellman (Sherman)
W. E. Wilcox (Dennison)
Comm. Mgr.....Van C. Hutto (Sherman)
Program Director.....Earl Ellington
Chief Engineer.....Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address .....KTAN
Phone Number 2910
Transmitter Location..½ Mi. N. of Sherman on
Hway. 75
Air Time .....Daytime
Representative .....Hil F. Best
President .....Charles Cain

Sta., Comm. Mgr. ..... William A. Jaco
Sales Promotion Manager ... Mrs. Charles Cain
Program Director ..... James Shelton
Chief Ann., Prod. Dir. ..... Walter Vaughan
Publicity Director ..... Carol Lee
Chief Engineer ..... Charles Cain

KSNY

SNYDER—1949—LBS

Frequency: 1280 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... John Blake
Address ..... Box 1468
Phone Number 1280
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Hil F. Best
Owner ..... John Blake
Gen. Mgr., Chf. Engr. ..... Charles R. Wolfe

KDWT

STAMFORD—1947—MBS-LBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... David W. Ratliff
Phone Number ..... 1400 or 866
Transmitter Location ..... Highway 380
Air Time ..... 7 a.m. to 10 p.m.
Pres., Gen., Sta. Mgr. ..... David W. Ratliff
Comm., Sales Prom. Mgr. ..... Paul L. Singer
Program Director ..... J. Richard Acker
Chief Engineer ..... O. P. Davis
Consulting Engineer ..... Guy C. Hutcheson

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Galen O. Gilbert & J. R. Kincaid
Address ..... P. O. Box 102
Phone Number 950
Transcription Service ..... Standard
News Service ..... UP
Gen., Sta. Mgr., Farm Editor ... Galen O. Gilbert
Comm., Sales Prom. Mgr. ..... Bill George
Program Director ..... Jack Reeves
Chief Engineer ..... Clarence Bayer

KSST

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Hopkins County Bcstg. Co.
Bus-Studio Address ..... Radio Rd.
Phone Number 1230
Transmitter Location ..... Radio Rd.
Air Time ..... 6 a.m.-10:15 p.m.
News Service ..... AP
Representative ..... Hil Best
Pres., Gen. Mgr. ..... Bill Bradford
Commercial Manager ..... Clovis Pinion
Publicity Director ..... Margaret Thomas
Chief Engineer ..... William E. Bradford, Jr.
Program Director ..... B. J. Morris

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio & News, Inc.
Bus.-Studio-Transmitter Address ..... Box 570, Roby Hway. 70
Phone Number 4655-6
Air Time ..... 6:15 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Hil F. Best
President ..... J. S. McBeath
Gen., Sta. Manager ..... J. Harley Hubbard
Comm., Sales Prom. Mgr. ..... Elwood Fritch
Prod., Pgm. Dir., Chf. Ann. ..... Al Cobb
Chief Engineer ..... J. T. Allen

KTAE

TAYLOR—1948

Frequency: 1260 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... KTAE, Inc.
Business Address ..... 121 E. Second St.
Phone Number 1260
Transmitter Location ..... Hway. 95
News Service ..... UP
Transcription Service ..... World
Pres., Gen. Mgr. ..... Graham Gillis Conoley
Commercial Manager ..... John M. Wehby
Prod., Pgm., News Dir. ..... R. S. Heller
Chief Engineer ..... Gordon W. Rainey
Promotion Manager ..... Bob Mitchell

KTEM

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Bell Bcstg. Co., Inc.
Business-Studio Address ..... 17 S. Third St.
Phone Number 3-5252
Transmitter Location ..... ½ Mi. N. of Temple
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... Lang-Worth
Membership ..... NARTB, BAB
President ..... Frank W. Mayborn
General Manager ..... Burton Bishop
Chief Engineer ..... Curtis M. Casey

KTER

TERRELL—1949

Frequency: 1580 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Terrell Bcstg. Corp.
Address ..... Terrell

Phone Number 1710
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr.....Paul A. Wnorowski

KCMC

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Phone Number 3-6151
Transmitter Location.....Summerhill Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Cole, Associated
Representative .....Taylor
Membership .....NARTB, BAB
General Manager.....Frank O. Myers
Program Director.....Donald Myers
Chief Engineer.....Harvey Robertson
Consulting Engineer.....Everett Dillard

KTFS

TEXARKANA—1946
KBS-COTTON BELT

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Texarkana Bcstg. Co.
Bus.-Studio Address....409½ State Line Ave.
Phone Number 3-5123
Transmitter Location.....S. Robison Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
General Manager.....David M. Segal
Commercial Manager .....Tom Alford
Program Director.....Les Eugene
Chief Engineer.....Tom McFaddin
Consulting Engineer.....Lee E. Baker

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Texas City Bcstg. Service
Business-Studio Address...Showboat Theater Bldg.
Phone Number 5-4418
Transmitter Location.....Moses Lake
News Service .....UP
Manager .....Lynn Pentony

KGKB

TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Station KGKB
Business-Studio Address.....P. O. Box 548
Phone Number 23875
Transmitter Location.....N. Church & Carlyle
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Pearson, Grant
Membership .....NARTB, BAB
President .....Lucille Buford
General Manager.....Marshall Pengra
Chief Announcer.....Sam Matthews
Program Director.....J. Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—LIBERTY-LONE STAR—1947

Frequency: 600 Kc.....Power: 500 Watts d. 1000 Watts n.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number 4-7278
Transmitter Location.....3 Mi. SE of Tyler
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Mrs. Calvin Clyde
Gen., Sta. Mgr.....M. E. Danbom
Comm., Sales Prom. Mgr.....William O. Hill
Chief Ann., Pgm. Dir.....Don Jackson
Production Director.....Richard Wheeler
Chief Engineer.....R. A. Wileman
Consulting Engineer.....A. Earl Cullum

KVOU

UVALDE—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address.....1450 Batesville Rd.
Phone Number.....717
News Service .....UP
Representative .....Best
General Manager.....Edward J. Harpole
Commercial Manager.....Joe Watson, Jr.
Program Manager.....Burney Jones
Chief Engineer.....Bob Hicks

KVWC

VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbager
Representative .....Clark
General Manager.....W. R. Hixon
Commercial Manager.....Harold Burdick

KNAL

VICTORIA—1949—LBS

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address.....20 E. Forrest St.
Phone Number 1410
Transmitter Location .....So. of town
News Service .....UP

Transcription Service.....Capitol, SESAC
Representative.....Hil F. Best
Pres. .....Truman Belcher
Gen., Comm., Prom. Mgr.....Robert Thorpe
Program Director.....George Slocum
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Phone Number 1106-7
Studio-Transmitter Location.....Cuero Hway.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
President.....J. G. Long
Gen., Sta. Mgr., Pub. Dir.....William C. Burks
Comm., Sales Prom. Manager.....Jim Traber
Pgm. Dir., Chief Ann.....Dick Lewis
Chief Engineer.....Robert McCown

KWTX

WACO—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....108½ So. 6
Phone Number 3-7331
Transmitter Location.....S 11th off LaSalle
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Everett McKinney
Membership .....NARTB, BAB
President .....W. W. Callan
General Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Chief Announcer.....Byron Lowrey
Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC-TEXAS STATE

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address .....Waco
Phone Number 2-6571
Transmitter Location.....So. 12th St. Rd.
Air Time.....6a.m.-M.
News Service .....AP
Representative .....Weed
General Manager.....R. Lee Glasgow

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number 375
Air Time.....5:45 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor Co.
Membership .....NARTB
President.....O. L. Ted Taylor
General Manager.....Byron W. Ogle
Commercial Manager .....Aubrey Jackson
Program Director.....Jim Cook

KFDX

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d., 1,000 Watts n.
Owned-Oper. By ..Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone Number 2-8668
Transmitter Location .....Iowa Pk. Rd.
Air Time.....5:30 a.m. to 12 M.
News Service .....AP
Transcription Service.....World, SESAC
Station Representative .....Taylor Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Darrold A. Cannan
Commercial Manager.....Mott M. Johnson
Pgm. Dir., Sta. Mgr.....Howard Fry
Chief Engineer .....John Adams
Consulting Engineer .....George Davis

AP SELLS
For Stations and Sponsors —

For instance . . . KTRE

"AP news is the biggest single money maker KTRE has. The service more than pays for itself."

RICHMAN LEWIN
General Manager,
KTRE, Lufkin, Texas

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number 2-5214
Transmitter Loc.....City View Lane
News Service .....AP
Transcription Service.....Capitol
President .....Houston Harte
General Manager .....Boyd Kelley
Commercial Manager .....Sid Grayson
Program Director.....Bill Edgar
News Director.....Bill Richie
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone Number 4181
Transmitter Location.....3½ Mi. W. of town
Air Time .....5:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB, BAB
President, General Manager....Kenyon Brown
Station Manager.....Charles E. Clough
Comm. Sales Prom. Manager.....A. L. Pierce
Program Director .....Blaine Cornwell
Chief Engineer.....Herbert T. Wiley

UTAH

Pop. April 1, 1952 (Est.) 702,000—Total Housing Units 201,156
Families April 1, 1952 (Est.) 187,000—Stations in State 18

KBUH

BRIGHAM CITY—LBS

Frequency: 800 Kc.....Power: 250 Watts d.
Address.....948 W. Forest St.
Phone Number 948
Air Time .....Sunrise-sunset
Representative .....Continental
News Service .....UP
Pres., Gen., Comm. Mgr.....Wade Ebeling
Sta., Sales Prom. Mgr.....Bill Thompson
Chief Engineer.....Samuel Stephens, Jr.

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Phone Number 398-9
Transmitter Location...7 Mi. W. of Cedar City
Air Time.....6 a.m.-11:15 p.m.
Transcription Service .....World
Membership .....NARTB, BAB
President .....Ivor Sharp
General Manager.....Arthur Higbee
Chief Engr.....George E. Jenson
Program Director.....Beth Talbot

KVNU

LOGAN—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
Phone Number 1400
Air Time .....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service .....World
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm. Mgr.....A. George Raymond
Pgm., Prod. Dir.....Paul Coburn
Chief Engineer .....Delmonte Olesen

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Oral J. Wilkinson
Address.....4646 So. State St.
Phone Number.....Murray 1360
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Langworth, Capitol
Membership .....NARTB, BAB
President.....Oral J. Wilkinson
Gen., Sta. Mgr.....Bob Davies
Commercial Manager.....Howard Pingree
Chief Ann., Engr.....Fred Weibell

KLO

OGDEN—1924
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.

Address.....425 25th St. Hotel Ben Lomond
Phone Number 5721
Transmitter Location .....Kanesville
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President .....Edris Glasmann
General Manager..... George C. Hatch
Sales Prom., Comm. Mgr.....Collin W. Lowder
Program Director.....Doug Stringfellow
Publicity Director.....Bruce Thornton
Chief Engineer.....Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Transcription Service .....Lang-Worth
President.....G. Stanley Brewer
General Manager.....King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....P. O. Box 325
Phone Number 2-7535
Studio-Transmitter Location..1538 Gibson Ave.
Representative .....Biddick
Transcription Service .....Standard
Pres., Gen., Comm. Mgr.....Arch G. Webb
Chief Engineer.....Ronald Leavitt
Promotion Manager.....David B. Affleck

KOAL

PRICE—1936
MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Price
Phone Number.....Price 200
Transmitter Location.....U. S. Hiway 50
News Service .....UP
Representative .....Avery-Knodel
Pres., Gen. Comm. Mgr.....Jack Richards
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Central Utah Bcstg. Co., Inc.
Address .....P. O. Box 550
Phone Number 2802
Representative .....Biddick
News Service .....UP
Co-owner, Pres., Gen. Mgr.
Frank A. Van Wagenen
Co-owner, V.P., Prom. Mgr.
Harold E. Van Wagenen
Chief Engineer.....Dallin H. Oaks

KNEU

PROVO—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....307 So. 17th W.
Phone Number 4060
President .....Lester Taylor
Gen., Sta. Manager.....Garn Carter
Program Director.....J. D. Jones
Promotion Manager.....Larry Steppe
Chief Engineer.....Robert Brock
Consulting Engr.....Howard Johnson

KOVO

PROVO—1939
MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number 1680
Transmitter Location.....651 W. 16th So.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager .....L. H. Curtis
Pgm. Dir.....James H. Lawrence
Chief Engineer.....Lovell A. Killpack
Consulting Engineer.....Millard F. Garrison

KSVC

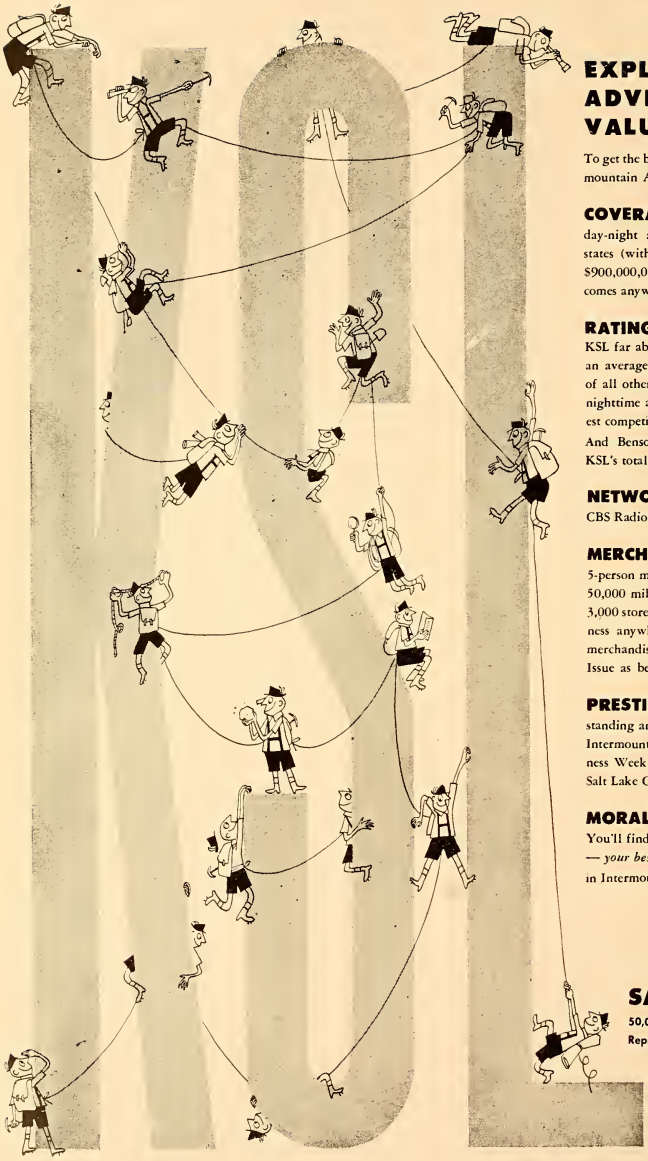
RICHFIELD—1947
INTERMOUNTAIN

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address.....690 Tower Lane
Phone Number 620
Transmitter Location.....East on 4th South
Air Time .....Sunrise-Sunset
News Service.....UP
Transcription Service .....World
Representative .....Avery Knodel
President .....Homer Bandley
Gen., Sta. Mgr.....Frank Peacock
Comm., Sales Prom. Mgr.....Art Tucker
Program Director.....Jesse Poulson
Chief Engineer.....Ralph Ross
Consulting Engineer.....Bill Warner

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone Numbers 4-3561
Transmitter Location.....386 W. Gregson



EXPLORING ADVERTISING VALUES?

To get the best possible buy in the soaring Intermountain America market, check these points:

COVERAGE? Check KSL. Because KSL's day-night area includes 55 counties in four states (with annual retail sales of better than $900,000,000). No other Salt Lake City station comes anywhere near matching KSL's coverage.

RATINGS? Check KSL. Hooper shows KSL far above the rest in Salt Lake City, with an average daytime audience larger than that of all other network stations *combined*, and a nighttime audience 39% greater than its nearest competitor.

And Benson & Benson's Diary Study proves KSL's total-area lead to be *even greater.*

NETWORK? Check KSL. Its network is CBS Radio.

MERCHANDISING? Check KSL. Its 5-person merchandising staff travels more than 50,000 miles a year, makes calls on more than 3,000 stores. Unmatched in scope and effectiveness anywhere in the Mountain West, KSL's merchandising was cited in Sponsor's Fall Facts Issue as being among the industry's best.

PRESTIGE? Check KSL. Its community standing and position of leadership throughout Intermountain America is unchallenged. Business Week (Sept. 1, 1951) referred to KSL as Salt Lake City's "chief radio station."

MORAL? Check KSL from every angle. You'll find it measures up as the biggest value — *your best buy* — in Intermountain America.

KSL

SALT LAKE CITY

50,000 WATTS

Represented by CBS Radio Spot Sales

Air Time.....6 a.m.-1 a.m.
News Service.....UP
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....George C. Hatch
Sta., Comm. Mgr.....Thomas H. Anderson
Sales Promotion Mgr.....Jack Paige
Production Director.....Mel Standage
Program Director.....Kay Richins
Publicity Director .....Jack Goodman
Musical Director .....Earl Donaldson
Chief Engineer .....W. D'Orr Cozzens
Consltg. Engr... Haley, McKenna & Wilkinson

KDYL

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business-Studio Address.....143 S. Main
Phone Number 5-2991
Transmitter Location.....33rd So. & 9th W.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service ..Associated, Thesaurus
Representative .....John Blair
Pres.-General Mgr.....S. S. Fox
National Sales Dir.....Holly Meyer
Exec. Vice-Pres.....Easton Woolley
Program Director.....Emerson Smith
Publicity Dir.....Del Leeson
Chief Engineer.....John M. Baldwin
Consulting Engr.....George Davis

KNAK

SALT LAKE CITY—1945—LBS

Frequency' 1280 Kc...Power: 10000 Watts, d.; 500 n.
Owned-Operated By....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone Number.....4-3685
Representative .....Forjoe
President.....Howard D. Johnson
Mgr., News Dir.....Thomas M. Ivory
Commercial Manager.....Richard I. Nicholes
Program Director.....Eldon Walton
Farm Editor.....R. M. Johnson
Chief Engineer.....Lyle Wahlquist

KSL

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number 5-4641
Transmitter Location .....Saltair
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
Exec. Vice Pres.....Ivor Sharp
General Manager.....C. Richard Evans
Station Manager.....Eugene M. Halliday
Sales Manager.....Alfred Biorge
Program Director.....Joseph A. Kjar
Promotion Manager.....Wayne Kearl
Chief Engineer.....Curtis Neilson
News Director.....Paul Royall
Farm Director.....Elvon Orme

KUTA

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....29 S. State St.
Phone Number 3-2737
Transmitter Location.....No. Salt Lake City
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard
Representative .....Hollingbery
Membership .....NARTB, BAB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Comm., Sales Prom. Manager.....John Schile
Pub. Dir.....Al Thomas
Production Director.....Harold Collipriest
Chief Announcer.....Warren Fletcher
Musical Director.....Ed Stoker
News Director.....Garnett Marks
Chief Engineer.....Wendell Bell
Farm Editor.....Rulon Bradley
Consulting Engr. .....McNary & Wrathall

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vintah Bcstg. Co.
Address .....120 E. Main St.
Phone Number 494
News Service .....UP
Representative .....W. S. Grant
President.....James C. Wallentine
Gen. Mgr., News Dir.....Lee Walker
Commercial Manager.....Grant E. Parry
Program Director.....Buchanan Fulmore
Chief Engineer.....Wallace D. Raker

VERMONT

Pop. April 1, 1952 (Est.) 396,000—Total Housing Units 122,707
Families April 1, 1952 (Est.) 103,000—Stations in State 9

WTSA

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Address .....Putney Rd.
Phone Number 1700
Representative .....Bolling
News Service .....UP
President.....W. J. Barkley
General Manager.....W. J. Rust, Jr.
Program Director.....James Simmonds
Chief Engineer.....Joe Rich

WCAX

BURLINGTON—1932—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 3-3437
Transmitter Location .....Colchester
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....C. P. Hasbrook
Sta.-Mgr.....J. D. Swan
Commercial Manager.....T. B. Braine
Prog. Dir. .....Milton Slater
Chief Engineer.....James W. Tierney
Consulting Engr..... S. T. Murtin

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number 4-5774
Air Time .....6:30 a.m.-11:25 p.m.
Representative.....William G. Rambeau
Membership .....NARTB, BAB
President.....David W. Howe
Sales Promotion Manager.....Richard Burt
Sta. Mgr., Prog. Dir.....Alfred E. Spokes
Chief Engineer.....John C. Quill
Musical Director.....Frank Balch

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address.....Union Mutual Bldg.
Phone Number.....Montpelier 1740
Transmitter Location.....Country Club Dr.
Air Time .....6 a.m.-11p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representatives.....Borgatti, W. S. Grant
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr.....C. W. Grinnell
Program Director.....Robert Bannon
Chief Engineer.....Gerald Marcotte
Consulting Engineer.....J. Gordon Keyworth

WHWB

RUTLAND—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
News Service .....AP
Phone Number 3200
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....Vena M. Bates
Treasurer .....Charles I. Bates
Program Director.....Shirley Neilson
Chief Engineer.....Willard H. Buttles
Consulting Engr.....Herbert L. Wilson

WSYB

RUTLAND—1930—MBS-YANKEE KBS-UNION

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone Number 1247
Transmitter Location..... Door Dr.
Air Time .....Unlimited
Representative.....Joseph Hershey McGillvra.
Station Manager.....J. H. Weiss

WWSR

ST. ALBANS—1940—MBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number 1390
Transmitter Location.....Swanton Rd.
Air Time .....daytime
News Service .....UP
Transcription Service .....World
Representative .....Walker
President-Gen. Mgr.....Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr...Warren Marsden
Prog.-Prod. Dir.....C. Stuart Perry
Chief Engineer.....Theodore Boivert

WTWN

ST. JOHNSBURY—1949 KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.

Address .....Concord Ave.
Phone Number 2344
Air Time.....16½ hrs.
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....E. Dean Finney
Chief Engineer.....Gerald D. Johnson

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Business-Studio Address.....Waterbury
Phone Number 400-1
Transmitter Location.....Blush Hill
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Owner, Gen.-Sta. Mgr.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Thomas L. Dodd, Jr.
Production Director.....Craique Parker
Chief Anncr. .....Thomas Dodd
Chief Engineer .....Warren Chase

VIRGINIA

Pop. April 1, 1952 (Est.) 3,434,000—Total Housing Units 905,463
Families April 1, 1952 (Est.) 817,000—Stations in State 57

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone Number .....OVerlook 3000
Transmitter Location.....504 Telegraph Rd.
News Service .....AP
Pres., Gen., Comm. Mgr.....Carl L. Lindberg
Traffic Manager .....Barbara Power
Program Director .....Ed Hudson

WARL

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....3102 10th Road No.
Phone Number.....OWens 7800
Transmitter Location...Nr. Bailey's Crossroads
Air Time .....Sunrise-sunset
News Service .....UP
President .....Lou Poller
Treasurer .....Cy Blumenthal
General Manager.....Raymond W. Baker
Commercial Manager....William W. Jefferay
Program Director .....Ray Armand
Chief Engineer .....Stephen Hart
Consulting Engineer .....Russell May

WEAM

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....WEAM, Inc.
Address .....Radio Bldg.
Phone Number.....OW 7100
News Service .....AP
Representative.....Donald Cooke, Inc.
President.....Harold H. Thoms
Gen., Sta., Comm. Mgr.....Howard Stanley
Pgm., Prod. Dir. .....Wayne Farrell
Chief Announcer.....Jack Ridge
Chief Ann., News Director.....Tom Frawley
Musical Director .....John Cooley
Chief Engineer .....Cliff Inman
Consulting Engrs. .....Benn, Ring

WBLT

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bedford Bcstg. Co.
Address.....P. O. Box 406
Phone Number 8245
News Service .....AP
Transcription Service .....Standard
Pres., Gen. Mgr., Chf. Engr...A. P. Marsh, Jr.
Vice-Pres., News Director.....J. E. Synan
Prom. Mgr., Farm Dir.....R. A. Owen
Program Director.....R. A. Scott, Jr.

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 watts
Owned-Oper. By.....Nottaway Bcstg. Corp.
Phone Number 478
Transmitter Location.....Community Bldg.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
President .....Haney Robertson
Gen., Sta. Mgr.....David M. Platt
Commercial Manager .....J. L. Manson
Chief Engineer .....Theodore Bonn, Jr.

WCYB

BRISTOL—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Front & Cumberland Sts.
Phone Number.....North 3560
Transmitter Location .....N. E. of Bristol
Air Time .....Daytime
News Service.....AP, UP
Membership .....NARTB, BAB
Vice Pres., Treas., Gen. Mgr...Robert H. Smith
Pres., Sales Mgr. .....J. Fey Rogers

WFHG

BRISTOL—1947—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Hotel Bristol
Phone Number 3620
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Willam L. Mininger
Commercial Manager.....Jack Martin
Program, News Director.....Rex Raney
Chief Engineer.....John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill St.
Phone Number 2-5121
Air Time .....6 a.m.-12:15 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....Charles Barham, Jr.
Commercial Manager.....Robert C. Walker
Pgm., Prod., Publ. Dir.....Bud Sketchley, Jr.
Promotion Manager.....Charles Smith
Chief Engineer.....Walter W. Gray
Consulting Engr. .....Ring & Co.

WINA

CHARLOTTESVILLE—1949
LIBERTY

Frequency: 1280 Kc.....Power: 1000 Watts, d.
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address.....4th & Main Sts.
Phone Number 2-6177
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Pres., Gen., Comm. Mgr...Thos. W. Carruthers
Pgm. Dir., Sta. Mgr.....Charles W. Freeman
Chief Engineer.....Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....P. O. Box 214
Phone Number 2147
Transcription Service .....Standard, SESAC
News Service .....AP
Pres., Gen., Sta. Mgr.....John H. Wilson
Commercial Manager .....Walter DePuy
Program Director .....Donald J. Tucker
Chief Engineer .....John H. Wilson

WKEY

COVINGTON—1941—ABC

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Main St. at Bridge
Phone Number 8351
Transmitter Location .....Fairlawn
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Representative .....Devney
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Earl M. Key
Commercial Mgr.....Kenneth L. Bryant
Program Director.....John Lee Davis
Chief Engineer .....Clinton J. Lewis

WSVS

CREWE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....117 Carter St.
Phone Number.....Crewe 5000
Transmitter Location .....Crewe
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World
President .....Calvin S. Willis
General Manager .....John E. Sadler
Commercial Manager.....Brown Hoffler
News, Pub. Dir. .....Fred Oginz
Prod. Director .....Don Greene
Chief Engineer .....Everett Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Hendricks Ave.
Phone Number 8338
Transmitter Location.....Hendricks Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
President.....Ira C. Hopkins
Gen., Comm. Mgr. .....John T. Rogers
Program Director .....Woody Powell
Chief Engineer .....Robert Delaney

WBTM

DANVILLE—1931—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone Number 2350
Transmitter Location.....Mt. Cross Rd.
Air Time .....6:25 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB
President.....L. N. Dibrell
General Manager .....Edward G. Gardner
Comm. Mgr.....E. M. Hurd
Program Director .....Milton Adams
Prod., Pub. Dir. .....John Parker
Chf. Ann., News Director ....William Howard
Musical Director .....Harry W. Spencer
Chief Engineer .....Lyle C. Motley
Consulting Engr. .....George Davis

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address.....American Natl. Bank Bldg.
Phone Number 5300
Transmitter Location.....Martinsville Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....J. D. Pruitt
General Manager .....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Prog.-Prod. Director.....Richard Campbell
Publicity Director .....Earl Stagner
Chief Engineer.....Rush Sawyers
Consulting Engrs. .....McNary & Wrathall

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number 0900
Transmitter Location.....Seven Corners
News Service.....UP
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....Lamar A. Newcomb
Commercial Manager.....Bill Belton
Program Director .....Genevieve Newcomb
Chief Engineer.....Emmett Murphy

WFLO

FARMVILLE—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address .....118 W. Third St.
Phone Number 870
Transmitter Location .....Cumberland Rd.
News Service.....UP
Transcription Service .....Capitol
Representative .....Clark
General Manager.....Carla B. Keys
Station Manager .....Charles R. Maillet
Program Director.....John D. Wilson
Chief Engineer.....Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Box 269
Phone Number 1261
Studio-Transmitter Location.....King's Hway.
Transcription Service .....Lang-Worth
Manager .....Walter F. Harris, Jr.
Chief Engineer.....Charles J. Hinkle

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By.....Sky Park Bcstg. Corp.
Address.....P. O. Box 192
Phone Number 750
News Service .....UP
President.....Thomas J. Owens
Gen., Comm. Mgr.....Kenneth Gordon
Program, News Director.....Tom Gibson
Chief Engineer.....Claude F. Jones
News Director.....Claude Jones

WBOB

GALAX—1947—MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Address .....Poplar Knob Rd.
Phone Number 2921
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NARTB
President.....Robert V. Morris
Gen., Comm. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Prod. Dir.....Jewell Cullop
Chief Announcer .....Dick Perry
Chief Engineer, Farm Editor.W. Edward Boyer

WVEC

HAMPTON—1948—KBS
LIBERTY

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.

Business Address.....P. O. Box 481
Phone Number.....6332
Studio-Trans. Address.....Hampton Ave.
Air Time .....6:00 a.m.-12:05 p.m.
News Service.....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
President.....Thomas P. Chisman
Gen., Sta. Mgr.....Harrol A. Brauer, Jr.
Comm. Manager .....Charles L. Coker, Jr.
Pgm., Prod. Dir. .....L. W. Kliewer
Chief Engineer.....James E. Swafford
Consulting Engineer .....Lynne Smeby

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owner-Oper...Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Rawley Pike
Phone Numbers.....550, 875
Air Time .....6 a.m.-M.
News Service .....UP
Representative .....Devney & Co.
Membership .....NARTB, BAB
President.....Frederick L. Allman
Sales Prom., Comm. Mgr...Robert B. Harrington
Program Director .....Richard H. Johnson
Chief Anncr., Prod. Dir. ....Charles McGinley
Chief Engineer.....Warren L. Braun

WHAP

HOPEWELL—1949—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address .....P. O. 621
Phone Number 801
Studio-Trans. Location..City Point & River Rds.
Air Time .....7 a.m.-11:07 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald S. Cook
President .....Auggustus Robbins, Jr.
Gen. Comm. Mgr. .....Charles M. Mark
Pgm. Dir., Chief Anncr.....Johnny Mercer
Chief Engineer.... Robert E. Anthony, Jr.

WREL

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Business-Studio Address.....24 S. Main St.
Phone Number.....Lexington 6000
Transmitter Location..Rt. 11, One Mi. No. City
News Service .....AP
Representative .....Donald Cooke
Transcription Service .....Capitol
President.....Marshall L. Wilmer
General Manager.....Milton B. Henson
Production Director.....Andrew Petersen
Chief Engineer.....James I. Bray, Jr.

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone Number 2-1242
Transmitter Location .....Bedford County
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Edward A. Allen
Gen., Sta. Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Prog. Publ. Dir. .....Warren Uttal
Chief Anncr., News Dir.....Wayne Tyler
Chief Engineer.....John T. Orth
Form Editor .....Eric Lund
Consulting Engr. ....Craven, Lohnes & Culver

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Address .....First Natl. Bank Bldg.
Phone Number 2-3441
Transmitter Location.....Boonsboro Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World, Thesaurus
Representative .....Walker
Membership .....NARTB, BAB
President.....David Hugh Dillard
V.P.-General Manager .....Jack Weldon
Commercial Manager.....Norman T. Simpson
Prog.-Pub. Director .....Don Jarvis
Chief Engineer.....Forest J. Pinkerton
Consulting Engr. .....Gautney & Ray

WMEV

MARION—1948—LIBERTY

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address .....Park Boulevard
Phone Number 9001
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Cooke
Membership .....NARTB, BAB
President .....L. Preston Collins
Gen.-Comm. Mgr.....Robert C. Wolfenden
Pgm. Dir. .....Mrs. R. C. Wolfenden
News Dir., Chief Anncr.....Bob Kent
Chief Engineer .....Edward Surface
Consulting Engr. ..Phil Hedrick, O. K. Garland

WMVA

MARTINSVILLE—1940—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.

Address .....Chatham Heights
Phone Number.....Virginia 2152
News Service .....AP
President.....William C. Barnes
General Manager.....John W. Shultz
Comm.-Sls. Prom. Mgr.....Charles F. Adams
Program Director.....Barbara Zimmerman
News Director .....Maynard Dillaber
Musical Director.....Paul E. Zimmerman
Chief Engineer.....Dewey W. Muse

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address.....500 Portlock Bldg.,
Phone Number Norfolk-2-7031
Transmitter Location.....Military Hiway
News Service .....AP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Raymond B. Bottom
Gen.-Sta. Manager .....Edward E. Bishop
Comm. Mgr.....Edward E. Edgar
Prod., Prog. Director .....Robert J. McBride
Publicity Director.....Bill Rhyne
News Dir.....G. Edward Travis
Chief Engineer .....Alois Braun

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number 3-1632
Trans. Loca. .....Respass Beach, Churchland
Air Time .....daytime
News Service .....UP
Transcription Service .....Capitol
President .....John Doley
Sta. Mgr., ...Frederic F. Clair
Program Dir. .....Tom Bradshaw, Jr.
Chief Engineer.....Percy C. Magoun

WCAV

NORFOLK—1947

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Helena Bldg.
Phone Number 2-3266
Transmitter Location.....W. Norfolk
News Service .....UP
Representative.....Indie Sales, Inc.
Membership .....BAB
President .....Joseph Light
General Manager.....Graeme W. Zimmer
Commercial Manager.....Robert Rodgers
Program Director.....Ray Penner
Prod. Dir., Chief Ann.....Joe Guidi
News Director.....Bill Neal
Chief Engineer.....W. M. Manrov
Consulting Engineer.....McIntosh & Inglis

WLOW

NORFOLK—1946—

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Bus.-Studio Addr.....21st & Manteo Sts.
Phone Number 4-5678
Transmitter Location.....Columbus Circle, Portsmouth
Air Time .....24 hrs. daily
News Service .....UP
Transcription Service .....Capitol
Representative .....Forjoe
V-P, Gen. Mgr.....Robert E. Wasdon
Commercial Manager.....Joseph B. Matthews
Program Director.....Robert Drepperd
Tech. Dir., Chf. Engr.....Jack Siegel
Consulting Engineer.....John Creutz

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone Number 27071
Air Time.....24 hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker
President.....Louis H. Peterson
Gen., Sta., Comm. Mgr.....Earl Harper
Sales Prom. Mgr., Pgm., Prod., Publ. Dir. Jack Black
Musical Director.....Paul Hennings
News Dir., Chief Engineer.....Howard Sheets
Consulting Engr.....Craven, Lohnes & Culver

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Phone Number 56711
Transmitter Location.....Glen Rock
Air Time.....19 hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Commercial Manager.....Robert M. Lambe
Sales Promotion Director.....Fred Lowe
Program Director.....Joel Carlson
Chief Announcer.....Blair Eubanks
News Director.....Gilbert McLeod
Chief Engineer.....Dick Lindell
Consulting Engr.....Jansky & Bailey

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blanfox Radio Co., Inc.

Bus.-Studio Address..Coalfield Progress Bldg.
Phone Number 700
Transmitter Location .....Josephine
News Service .....AP
Transcription Service .....Lang-Worth
President.....Richard B. Helms
Gen., Prom. Manager.....Jack T. Helms
Comm. Mgr., Pgm. Dir.....Bill Holland
Chief Engineer.....Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Madison Bcstg. Corp.
Address.....Rt. 15, Orange
Phone Number 7263
Air Time.....5:55 a.m.-10:05 p.m.
News Service .....UP
Transcription Service .....SESAC
President.....W. A. Sherman, Jr.
Gen.-Comm. Mgr.....A. C. Livick, Jr.
Asst. Manager.....Alfred W. Walthall
Chief Engineer.....Joseph Trivette
Consulting Engineer.....Warren Brown

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number 3881-2
Transmitter Location.....Lieutenant Run
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
President.....Louis H. Peterson
Station Manager.....Ray L. Moss
Commercial Manager.....James H. Smith
Program Director.....N. W. Andrews
Production Director.....Donald E. Ruggles
Chief Engineer.....Edward F. Schwarz

WSAP

PORTSMOUTH—1943—MBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number 7-3488
Transmitter Location.....Craney Island
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Tom E. Gilman
Gen.-Sta.-Comm. Mgr.....Jack Norfleet
Pgm.-Prod. Dir.....David Nelson
Chief Engineer.....John Brigman
Consulting Engr.....George Davis

WPUV

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Dora Highway
Phone Number 3-3931
News Service .....AP
Transcription Service .....World
Representative .....Sears & Ayer
Pres., Gen. Mgr.....Mason C. Deaver
Vice-Pres.....Maruma R. Deaver
Program Director.....Richard Parker
Chief Engineer.....John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number 2461
Transcription Service .....Thesaurus
News Service .....AP
President.....John W. Rollins
Gen., Sta., Comm. Mgr.....Wendell H. Siler
Program Director.....Alfred L. Mills
Chief Engineer.....Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc.....Power: 100 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address .....Box 218
Phone Number 450
Transcription Service.....Thesaurus, SESAC
President.....J. Powell Royal, Jr.
Secy.-Treas., Chf. Engr.....Max M. Blakemore
Vice-Pres. .....Jess White
Comm., Prom. Mgr.....Joe J. Webb
Pgm., News Director.....Douglas E. Smith

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Oper. By..United Bcstg. Co. of Virginia
Address.....513 E. Main St.
Phone Number 38368
Transmitter Location.....Belle Isle
News Service .....INS
President .....Richard Eaton
General Manager.....Glen A. Harmon
Promotion Manager.....Phyllis Johnson
Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.

Bus.-Studio Address.....Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location.....W. Broad St. Rd. & Horsepen Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
Chief Engineer.....George W. McGuigan, Jr.
Consulting Engineer.....Millard Garrison

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd.
Air Time.....6 a.m.-12:30 a.m.
News Service .....Transradio
Representative .....John Blair
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Commercial Manager....Walter A. Bowry, Jr.
Prog.-Prod. Dir.....Jack Lewis
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard, Thesaurus
Representative.....Edward Petry
Membership .....NARTB, BAB
President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme
Consulting Engineers.....Jansky & Bailey

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.

THE BEST BUY FOR YOU IN '52-WRNL

In Richmond, Virginia, There's More SELL on WRNL!

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good Radio Advertising — be sure to get complete coverage (WRNL, of course.) Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

910 KC 5 KW
ABC AFFILIATE
RICHMOND
VIRGINIA

WRNL

NATIONAL
REPRESENTATIVES
EDWARD PETRY
& COMPANY, INC.

Business Address.....Hotel Richmond
Phone Number 3-6633
Transmitter Location .....Edgeworth
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Radio Sales
Membership .....NAB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Sales Manager.....James D. Clark
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Chief Engineer.....David C. Woods

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number 7-4684
Transmitter Location.....German Town Rd.
Air Time.....5:30 a.m.-Sunset
News Service .....AP
Representative .....Indie Sales
President.....Douglas H. Robertson
Gen., Sta., Comm. Mgr.....David M. Wilburn
Sales Prom. Mgr.....Morris T. Longo
Program Director.....John Stinson
Production Director.....Jack Tucker
Chief Engineer.....Walter Seldon

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Transmitter Location.....Colonial Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....Free and Peters, Inc.
Membership .....NARTB, BAB
President.....J. P. Fishburn
President of Times-World Corporation
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Publicity Director.....Benton B. Boggs
Chief Engineer.....J. Edward Newman
Consulting Engineer.....George Davis

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number 3-4444
Transmitter Location....Cleveland Ave., S.W.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Asst. Mgr.-Prog.-Prod. Dir...Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcstg. Corp.
Business-Studio Address....Shenandoah Bldg.
Phone Number 9227
Transmitter Location.....2 Mi. N. of Salem & 6.5 Mi. N.W. of Roanoke
Air Time .....Unlimited
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Chief Engineer.....J. P. Briggs
Pgm. Dir., Prom. Mgr.....Bill Ashworth
Consulting Engineer.....George Davis

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address .....Webster St.
Phone Number 2-9988
News Service .....AP
Transcription Service.....Capitol, World
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
Pgm., Prod., Publ., Mus. Dir..Ella L. Poindexter
Chief Engineer.....David O. Guthrie

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 5-5555
Transmitter Location.....U. S. Route 250
Air Time .....17½ hrs.
News Service .....AP
Transcription Service...Associated, Thesaurus
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr....Charles F. Seebeck
Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King
Chief Engineer.....Rex C. Houser

WLPM

SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number 2394
Transmitter Location.....Richmond Hiway
Air Time .....Unlimited
News Service .....AP
Transcription Service .....RCA
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
News Director.....Earl Hundley
Production Director.....Helen Buffkin
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

WNNT

WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater Bcstg. Co.
Address .....Warsaw
Phone Number 690
News Service .....UP
Transcription Service .....Standard
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager.....William Redd
Program Director.....Charles E. Springer
Chief Engineer.....James L. Bittner

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number 6066
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Cooke
President.....Judson T. Phillips
Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
Program Director.....Richard A. Rhodes
Chief Engineer.....Donald D. Curtis

WINC

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number 4855
Studio-Transmitter Location .....Winchester
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP

AP SELLS

For Stations and Sponsors—

For instance . . . WBTM

"AP service pays its way for us. We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They've had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income."

EDWARD G. GARDNER,
General Manager,
WBTM, Danville, Virginia

Transcription Service .....Associated
President...Richard Field Lewis, Jr. (Licensee)
Prom. Mgr., Pgm., Prod. Dir.....John Morgan
Gen., Sta., Comm. Mgr.....Winslow Porter
Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 452
Phone Number 840-1-2
Air Time .....Daylight
News Service .....UP
Membership .....NARTB, BAB
Transcription Service.....Lang-Worth, Capitol
Owner.....A. M. Gates
General Manager.....A. M. Gates, Jr.
Commercial Manager.....Sidney Tear
Chief Engineer.....Luther Norris

WASHINGTON

Pop. April 1, 1952 (Est.) 2,497,000—Total Housing Units 814,874
Families April 1, 1952 (Est.) 788,000—Stations in State 53

KBKW

ABERDEEN—1949—LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address ..701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Transmitter Location .....701 E. Heron St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Trans. Serv.....Associated, World
Representative...Art Moore, Joseph McGillvra
Membership .....NARTB, BAB
President.....Archie Taft, Jr.
Gen., Sta. Mgr.....Don. G. Bennett
Commercial Manager.....Ralph Peyton
Sales Prom. Mgr.....Alex Johnson
Program Director.....Dorothy Langren
Production Director.....Evelyn Rodrique
Consulting, Chief Engr.....Richard Pooley

KXRO

ABERDEEN—1927—MBS—DON LEE KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Phone Number .....Aberdeen 4098
Transmitter Location .....1308 Coolidge Rd.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Representative .....W. S. Grant Co.
Membership .....NARTB, BAB
President.....Harry R. Spence
Sta., Gen. Mgr.....Fred G. Goddard
Comm., Sales Prom. Mgr.....Roy Johnson
Pgm., Prod. Dir. .....Stanley Craft
Chief Announcer.....William L. Fox
News Director.....William P. Koski
Musical Director.....Lawrence P. Roberts
Chief Engineer .....Philip True
Consulting Engineer .....J. B. Hatfield

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Telephone 6200
News Service .....UP
Representative ..... Cooke
President .....Jessica L. Longston
General Manager.....Robert E. Pollack
Comm., Prom. Mgr.....James Hamstreet
Program Director.....Verle Jones, Jr.
News Director .....John Dimeo
Chief Engineer.....Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
Transmitter Location.....Yew St.
News Service .....UP
Transcription Service .....MacGregor, World
Representative .....Meeker
President, General Mgr.....Rogan Jones
Sta., Comm., Prom. Dir. .....Jack Clarke
Sports Director .....Haines Fay
Chief Engineer.....Ernest Harper
News Director .....Bert Jackson

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bruce Bartley
Address.....205 Washington Ave.
Phone Number 3-5095
Transmitter Location ....205 Washington Ave.
News Service .....AP
Transcription Service .....World
Representative....John Keating, Bruce Bartley
Pres., Gen., Sta. Mgr.....Bruce Bartley

Pgm. Dir., Chief Ann.....Bob Gleason
Chief Engineer.....Al Stewart
Consulting Engineer.....J. B. Hatfield

KGIB

BREMERTON—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kitsap G.I. Bcstrs., Inc.
Address.....124 N. Callow St.
Phone Number.....7-3757
Transcription Service .....Standard
News Service .....UP
President.....G. A. Weyland
General Manager.....James Munro
Chief Engineer.....Paul Crittenden

KELA

CENTRALIA-CHEHALIS—1937-MBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321, Chehalis 8-3321
Studio Address....On Hway. 99 midway bet. Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative..John Keating, John E. Pearson
Membership .....NARTB, BAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen., Sta. Mgr.....Joe Chytil
Comm. Manager.....Hugh J. MacPherson
Production Director.....Wayne Killmer
Publicity Director .....Schuyler C. Hill
Pgm., Mus. Director.....Del Spencer
Chief Engineer.....John L. Kelley

KCLX

COLFAX—1950—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Radio, Inc.
Address .....P. O. Box 710
Phone Number 780
Representative .....Biddick
Transcription Service.....SESAC
News Service .....AP
President.....T. R. Farrier
General Manager.....Bert McAllister
Commercial Manager.....Joseph E. Martin
Chief Engineer.....H. D. Young

KXLE

ELLENSBURG—1946—LBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Phone Number 2-1488
Studio-Transmitter Location.....West 10th
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Commercial Manager.....Darrel Burns
Program Director .....Don Bevilacqua
Chief Engineer .....Darrel Burns

KULE

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Columbia Basin Bcstg. Co.
Phone Number 730
News Service .....UP
Pres., Manager.....M. P. Monson
Chief Engineer.....Elwood E. Eby

KRKO

EVERETT—1922—MBS

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address...KRKO Bldg.
Phone Number.....Cedar 1144
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....World, SESAC
Representative ....Joseph Hershey McGillvra
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....William R. Taft
Program Director.....Earl Gordon
Production Director.....Warren Johnson
Chief Engineer.....Dave Foley

KFDR

GRAND COULEE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl F. Knierim
Address.....P. O. Box 1642
Phone Number 515
Air Time.....15 Hrs.
News Service .....UP
Transcription Service.....C. P. MacGregor
Gen., Sta. Mgr.....Carl F. Knierim
Program Director.....Patriciae A. Westerman
Chief Engineer.....Raymond L. Groff

KELS

KELSO—1949—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
News Service .....UP
Trans. Serv. .....Capitol, Standard
President .....Roscoe A. Day, Jr.
General Manager .....Claire O. Banks
Sales Promotion Manager.....Martin Welch
Program Director.....Lowell Gibson
Chief Engineer .....John Holmes

KWIE

KENNEWICK—1949

Frequency: 610.....Power: 1000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Phone Number 6961
Transmitter Location .....Perkins Rd.
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World, Associated
Representative.....Art Moore, Robert Meeker
Pres., Gen. Mgr.....Harold A. Clark
Commercial Manager.....C. J. McCredie
Program Director .....Marvin E. Johnston
Production Director.....Ben T. Weaver
Chief Engineer .....C. J. McCredie
Farm Editor .....Marvin E. Johnston
Consulting Engineer.....A. D. Ring

KRKL

KIRKLAND—1948

Frequency: 1050 Kc. ....Power: 250 Watts d.
Owned-Oper. By .....Eastside Pdcstg. Co.
Address Trans. Loca. .....Civic Center
Phone Number 22-1201
Transcription Service .....Capitol
Presidents ..L. N. Ostrander, W. A. Chamness
Gen. Mgr., News Dir.....Jerry McCumber
Commercial Manager.....Bert Demers
Program Director.....Frank Ferry
Chief Engineer.....Jack Kerr

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
Phone Number.....Longview 1500
Transmitter Location.....Ocean Beach Hway.
Air Time.....Full Time
News Service .....UP
Transcription Service.....Associated, World
Representative.....W. S. Grant, John Keating
Membership .....NARTB
President, Gen. Mgr.....C. O. Chatterton
Commercial Manager.....J. F. Carlson
Program Director.....Ellen Hammond
Production Director.....Bob Moran
Chief Engineer.....Ralph Brown
Consulting Engineer.....Harold Singleton

KSEM

MOSES LAKE—1947—KBS-LBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
Phone Number 234
Transmitter Location .....Capistrano Park
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
President.....Jessica L. Langston
Gen., Sta., Comm. Mgr.....Alan O. Miller
Program Director.....Dorothy Yale
Chief Engineer.....Roland Kissler
Consulting Engineer.....A. H. Fisher & Sons

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. ..P. O. Box 240
Phone Number 8995
Air Time .....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Leo H. Beckley
Commercial Manager.....Jack England
Pgm. Dir., Chief Ann.....Tom Haveman
Chief Engineer.....Walter Bjerke
Consulting Engineer.....J. B. Hatfield

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc.. .....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca. ..Rockway Leland Bldg.
Phone Number 6636
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Grant
Membership .....NARTB, BAB
General Manager.....Tom Olsen
Sta., Comm. Mgr. .....Elmer J. Holmberg
Sales Promotion Manager .....Sam Crawford
Pgm., Prod., Publ. Dir., Chief Ann....Don Jones
Chief Engineer .....Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Phone Number 00
Transmitter Location .....Omak
Air Time .....Daytime
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....John Keating
Membership .....NARTB, BAB
President.....R. L. McNett
General Manager .....Dean Nichols
Commercial Manager .....Grover D. Allen
Program Director .....Nola Malone
Chief Engineer .....Kirk W. Springer

KPKW

PASCO—ABC-NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.
Address Trans. Loca. .....Pasco
Phone Number 3337
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative ..... Keating
Membership .....NARTB
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted Smith
Comm., Sales Prom. Mgr.....Ben Roscoe
Chief Engr., Prod., Pgm. Dir.....Walter Mott
Consulting Engineer.....Stan Bennett

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First
Phone Number 4200
Air Time .....6:45 a.m.-10.:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Pres., General Mgr.....C. N. Webster
Station Manager .....Keith Patterson
Chief Engineer .....Bevin Roth

KBKH

PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....P. O. Box 356
Phone Number 1-5251
News Service .....UP
Partners.....J. Ronald Bayton, Maynard Hicks
General Manager.....J. Ronald Bayton
Commercial Manager.....John Puckett
Pgm. Dir., Farm Editor.....Robert Concie
Promotion Manager.....B. J. Bayton
Chief Engineer.....Glen R. Southworth

KPUY

PUYALLUP—1951

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Clarence E. Wilson
Address.....1510 Linden Drive
Phone Number 5-8502
News Service .....UP
Transcription Service .....Associated
Owner., Gen., Comm. Mgr..Clarence E. Wilson
Prom. Mgr., Pgm. Dir.....Pete Hansen
Chief Engr., Farm Dir.....Robert E. Vey

KAPA

RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.
Address.....P. O. Box 288
Phone Number 1010
Air Time.....6 a.m.-12 M.
News Service .....AP
Station Representative.....Pearson, Keating
Membership .....NARTB, BAB
President .....Joe Chytil
Sta., Comm. Mgr.....Robert C. Finley
Sales Promotion Manager.....Dwight Smart
Program Director.....Fred W. Hepner
Production Director.....Pat Allen

KXRN

RENTON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....N. 7th & Park Ave.
Phone Number .....Renton 5-3424
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Cole
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....R. S. McCaw
News., Publ. Dir., Prom. Mgr..Robert S. Jones
Commercial Manager.....Thomas D. Fuller
Pgm., Mus. Dir., Farm Editor ...F. J. Jensen
Chief Engr.....F. C. Cook
Consulting Engineer .....Wm. Foss

KALE

RICHLAND—1950—LBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yakima Bcstg. Corp.
Address.....P. O. Box 513
Phone Number.....Pasco 3389
Representative.....Pearson, Moore, Hall
Transcription Service .....Cole
News Service .....UP
Pres., Gen. Mgr.....Robert S. McCaw
Station Manager.....Arnold G. Sanborn
Commercial Manager.....Ralph Nachtmann
Program Director.....Robert Parnell
Chief Engineer.....Joseph Muench
Consulting Engineer.....J. R. Bird, Jr.

KING

SEATTLE—1927

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address .....Smith Tower
Phone Number.....Mutual 1090
Representative .....Blair
News Service .....UP
President.....Mrs. A. Scott Bullitt
Exec. Vice-Pres.....Henry B. Owen
General Manager.....Otto P. Brandt
Commercial Manager.....Robert Kilpatrick
Program Director.....Hal Davis
Production Director.....Hal Moen
Publicity Director.....Mel Anderson
Chief Engineer.....Arthur A. Shultz
Consulting Engineer.....William Foss

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Business-Studio Address.....66 Cobb Bldg.
Phone Number.....Seneca 1500
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President .....Saul Haas
Sales Manager.....William F. Tucker
Program Director.....Kenneth Yeend
Publicity Director.....Frankie Goodwin
Chief Engineer.....James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Totem Bcstrs., Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number .....Elliot 5890
Transmitter Location.....2600 26th Ave., S.W.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Marshall Field, III
General-Station Mgr.....J. Archie Morton
Publ. Dir., Sales Mgr.....Mait Jordan
Pgm., Prod. Director.....Homer Pope
Chief Engineer.....Don M. Anderson
Consulting Engineer.....E. C. Page

KOL

SEATTLE—1922—LBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....Northern Life Tower
Phone Number.....MA. 2312
Transmitter Location.....1110 W. Florida
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol, World
Representative .....Forjoe
President .....Archie Taft
Sta., Gen. Mgr.....Archie Taft, Jr.
Prom., Comm. Mgr.....Arthur Moore
Pgm., Prod., Publ. Dir.....Robert Harris
Chief Engineer.....Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Transmitter Location.....Vashon Island
Air Time.....18 hrs.
News Service .....UP
Transcription Serv. ..Associated, Lang-Worth
Representative .....Edward Petry
Membership .....NARTB, BAB
President, General Mgr.....O. W. Fisher
Commercial Manager.....Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr.....
Richard E. Green
Program Manager.....W. W. Warren
Publicity Director .....Margaret Frey
Production Mgr.....Frederick J. Patterson
Chief Engineer.....F. J. Brott
Consulting Engineer.....A. D. Ring

KRSC

SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Sales Corp.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....5:30 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
President .....J. Elroy McCaw
Gen., Sta. Mgr. .....H. E. Riddalls
Commercial Manager.....William L. Simpson
News, Pgm. Dir. .....Ted Bell
Chief Engineer .....Les Cabe

KTW

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian
Church of Seattle, Wash.
Add. Trans. Loca. ....7th Ave. & Spring St.
Phone Number.....Mutual 1250
President.....W. T. Whitney
Sta., Gen. Mgr.....Don Bevilacqua
Consulting, Chf. Engineer.....James S. Ross
Pgm., Prod. Dir. .....A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848
Transmitter Location .....Vashon Island
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Vernice Irwin
Vice President .....Laura M. Doernbecher
Comm.-Sales Prom. Mgr.....Earl T. Irwin
News, Pgm. Dir., Chief Anncr.....Harry Long
Chief Engineer.....D. M. McDonough
Consulting Engrs.....Sidor & Hollingsworth

KXA

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....312 Bigelow Bldg.
Phone Number.....Seneca 1000
Transmitter Location .....2nd & Union
Air Time.....5 a.m.-Local Sunset
News Service .....AP
Representative ..... Rambeau
Membership .....NARTB, BAB
President.....Wesley I. Dumm
General Manager .....Lincoln W. Miller
Commercial Manager.....R. G. McArdle
Chief Engineer.....John Dubuque

KSPO

SPOKANE—1922—LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Louis Wasmer
Address, Trans. Loca.....526 Riverside Ave.
Phone Number.....Riverside 8033
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Pres., Gen. Mgr.....Louis Wasmer
Commercial Manager.....Gene Williams
Pgm. Mgr.....Darrel Holt
Chief Engineer .....E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By...Corp. of Gonzaga U.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAdison 5383
Transmitter Location.....Moran Prairie, Rt. 3
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....Edward Petry
President .....Rev. Francis E. Corkery, S. J.
Gen., Sta., Comm. Mgr.....Harvey Wixson
Pgm., Prod., Pub. Dir. .....Hub Warner
Chief Engineer.....A. G. Sparling

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAdison 5131
Transmitter Location.....4102 So. Regal
Air Time.....19 hrs.
News Service .....AP
Transcription Service .....World
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Richard O. Dunning
Pgm. Dir., Sales Prom. Mgr...Robert H. Wesson
Chief Engineer.....John Walker
Consulting Engineer.....George C. Davis

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.
Bus.-Studio Address.....511 Eagle Bldg
Representative.....George P. Hollingbery
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell
Sales Manager .....W. C. Rhodes
Program Director .....Paul Crain
Chief Engineer.....Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. .....Power: 1000 Watts
Owned-Operated By.....Cole E. Wylie
Address.....Radio Central Bldg.
Phone Number.....MAdison 3333
Transmitter Location.....4101 S. Regal St.
News Service .....AP
Transcription Service .....Associated
Representative.....Forjoe & Co.
Pres., Gen., Sta. Mgr.....Cole E. Wylie
Commercial Manager.....Robert H. Temple
Program Director.....William Stevens
Chief Engineer.....William Patterson

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address .....Television Center
Phone Number.....MAin 1218
Transmitter Location ..... So. Regal St.
Air Time.....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative .....Walker, PNB
President.....E. B. Carney
Sta., Gen. Mgr.....Franz Robischon
Commercial Manager.....B. E. Woolston
Natl. Sales Mgr., Pgm. Dir.....Martin Boss
Chief Engineer.....George Langford

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....Outlook Rd.
Phone Number 7-2277
Transcription Service .....Associated
News Service .....AP
Representative .....Forjoe
President.....Cole E. Wylie

Station Manager.....C. Nat Harris
Commercial Manager.....Clifford F. Nelson
Program Director.....Jean Runyon
Chief Engineer.....Richard M. Nicholas

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Carl E. Haymond
Bus.-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location....Colonial Garden Area
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....McGillvra, Scott
Membership .....NARTB
General Manager.....Carl E. Haymond
Station Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Publ. Dir.....Ted Knightlinger
Chief Engineer.....John Boor

KTBI

TACOMA—1941—LBS

Frequency: 810 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....18 hrs.
News Service .....UP
Transcription Service.....Cole, World
Representative .....McGillvra, Moore
Membership .....NARTB
President.....Harold J. Quilliam
Station Manager.....T. R. Knightlinger
Commercial Manager.....Don Hopkins
Chief Engineer.....R. C. Velo
Consulting Engineer.....James B. Hatfield

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Phone .....3-4717, TW 7323
Studio Address.....707½ Main St.
Transmitter Location .....Smith Lake
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representatives .....Keating, O'Connell
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Sales Prom. Mgr.....Al Bauer
Pgm., Prod., Pub., News Dir..George W. Conner
Chief Engineer.....Edgar Means
Consulting Engineer .....Paul Leake

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Phone Number 4103
Transmitter Location.....2nd & Cordiner
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Jack Keating
Sales Promotion Manager .....Don Harris
Program Director.....John Keating
Chief Announcer.....Carl Hebenstreit
News Director.....Dan Murphy
Chief Engineer.....Ty McFadden
Consulting Engineer .....Harold Singleton

KUJ

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number 1230
Transmitter Location.....U. S. Hway 410 & Sudbury Rd.
Air Time.....6:30 a.m.-11 p.m.

AP SELLS
For Stations and Sponsors —

For instance . . . KJR

"Associated Press news is a major factor in KJR's 66% gain in net revenue from newscasts for 1951 over 1950."

J. ARCHIE MORTON,
General Manager,
KJR, Seattle, Washington

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... W. S. Grant, John Keating
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... H. E. Studebaker
Sta. Comm. Mgr. ..... Don Wike
Pgm. Dir., Chief Anncr. ..... Martin Tobin
Chief Engineer ..... M. L. MacLafferty

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Wescoast Bcstg. Co., Inc.
Bcs.-Studio Address ..... 2nd & Columbia Sts.
Phone Number 2757
Transmitter Location .. Wenatchee & Columbia Rivers Junct.
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Robert Meeker
Membership ..... BAB
President ..... Rogan Jones
Sta., Gen. Mgr. ..... James W. Wallace
Prom., Comm. Mgr. ..... Pat O'Halloran
Pgm., Prod. Director ..... Emerson Elder
Publicity Director ..... Charlotte Tochterman
Chief Engineer ..... George Frese
Chief Announcer ..... Bill Denton
Consulting Engineer ..... Bill Foss

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Appleland Bdcsters, Inc.
Address ..... P. O. Box 1510
Phone Number 2468-2469
Trans. Loca. ..... 1119 No. Wenatchee Ave.
Air Time ..... 6 a.m.-12 M.
Transcription Service ..... Standard
Representative ..... Walter Biddick
President ..... Lawrence Leahy
General Manager ..... Bernard H. Droz
Sales Promotion Manager ..... Hanford Choate
Program Director ..... Ron Satterwhite
Chief Engineer ..... Gilbert Reeves
Consulting Engineer ..... James Hatfield

KIMA

YAKIMA—1944—CBS

Frequency: 1460 Kc. ... Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ..... Cascade Bdcstg. Co.
Address ..... Hotel Chinook
Phone Number 6197
Transmitter Location ..... Terrace Hgts. Rd.
Air Time ..... 5 a.m.-12M.
News Service ..... AP
Trans. Serv. ..... Lang-Worth, SESSAC, APS
Representative ..... Weed & Co.
President ..... A. W. Talbot
Gen., Sta. Mgr. ..... R. Lee Black
Sta. Opera., Pgm. Dir. ..... Tom C. Bostic
Commercial Manager ..... Ted Morrow
Production Director ..... Joe Ryan
Publicity Director ..... Virginia Ann Schaeffer
Chief Engineer ..... M. D. Lambert

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. ... Power: 5000 Watts d., 1000 Watts n.
Own.-Oper. By .. Valley Bcstrs, C. E. Haymond
Business-Studio Address .. 414 E. Yakima Ave.
Phone Number 8115
Transmitter Location ..... Washington Ave.
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Branham
President ..... Carl E. Haymond
Comm., Gen., Sta. Mgr. ..... James A. Murphy
Sales Prom. Mgr., Pub. Dir. ..... William Moody
Chief Anncr., Pgm., Prod. Dir. .. Jas. W. Nolan
News Director ..... Pete Wick
Musical Director ..... Harrison A. Miller
Chief Engineer ..... H. B. Murphy
Consulting Engineer ... Chambers & Garrison

KYAK

YAKIMA—1947—MBS

Owned-Oper. By ..... Yakima Bcstg. Co.
Address ..... P. O. Box 172
Phone Number 2-7143
Transcription ..... World
News Service ..... UP
President ..... Robert S. McCaw
Station Manager ..... W. W. Boone
Commercial Manager ..... I. N. Prell
Program Director ..... Gerald Webb
Chief Engineer ..... Donald E. Gardner

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

WEST VIRGINIA

Pop. April 1, 1952 (Est.) 2,075,000—Total Housing Units 544,477
Families April 1, 1952 (Est.) 494,000—Stations in State 38

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Bldg., Main & Kanawha St.
Phone Number 7311
Transmitter Location.....Routes 19-21
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Cole
Representative .....Weed
Membership .....NARTB, BAB
President.....Joe L. Smith, Jr.
General-Station Mgr.....Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir.....W. R. Barrett
Pgm., Prod. Dir.....W. S. Jackson
Chief Announcer..... Sid Doherty
Chief Engineer.....Al J. Ginkel
Farm Editor.....William R. Barrett
Consulting Engineer.....A. D. Ring

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number 9309
Transmitter ..... Mount Tabor
Air Time.....18 hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker
President.....N. Joe Rahall
Gen., Sta. Mgr.....Tom Douds
Chief Engineer.....Estil Wills
Traffic Director..... Jo Ann Herring
Consulting Engineer .....E. C. Page

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Bustiness-Studio Address....623 Commerce St.
Phone Number 7114
Transmitter Location.....Harry Heights
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative .....Katz
General Manager.....P. T. Flanagan
Pgm., Pub. Dir.....William Hostetter
Prod.-Musical Dir.....Barnes Nash
Chief Engineer.....P. T. Flanagan
Consulting Engineer .....Ring & Co.

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number 7405
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Devney & Co.
Transcription Service.....Associated
Pres., Gen., Sta., Comm. Mgr..J. Lindsley Alley
Program Director.....Emma Eue Phelps
Chief Engineer .....Roy Yost
Consulting Engineer.....Odes E. Robinson

WCAW

CHARLESTON—1947—LBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Pres., Gen. Mgr.....Garland F. Wilkinson
Commercial Manager.....Selma Pierson
Promotion Manager.....Jack Zeillmann
Program Director.....Al Walker
Chief Engineer.....William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St. E.
Phone Number 2-8131
Transmitter .....So. Charleston
Air Time.....5:25 a.m.-1:10 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Represen'ative .....Branham
Membership .....NARTB, BAB
President.....Lewis C. Tierney
General Manager.....John T. Gelder, Jr.
Promotion Manager.....Harry M. Brawley
Production Director .....Frank Annand
Program Director.....Morton S. Cohn
Chief Engineer .....William E. Dixon
Consulting Engineer.....Weldon& Carr

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....The Kanawha Valley Bdcstg. Co.

Address .....210 Dickinson St.
Phone Number 3-7541
Transmitter Location .....Coal Branch Hgts.
Air Time.....6 a.m.-3 a.m.
News Service .....AP
Transcription Service .....Associated
Representative ....Robert Meeker Assos., Inc.
President .....R. M. Venable
Gen., Sta. Mgr. .....Henry V. Diefenbach
Musical Director.....Charles Coleman
Program Director.....C. P. Vogel, Jr.
Sales Prom. Mgr., Publ. Dir...Hugh McPherson
Chief Engineer.....Harry R. Bowen
Consulting Engineer .....George C. Davis

WKNA

CHARLESTON—1946—ABC

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr. .....Joe L. Smith, Jr.
Station Manager .....George J. Gray
Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number 23-136
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
President .....Gus Zaharis
Gen., Sta., Comm. Mgr.....Berton Sonis
Program Director .....Joseph J. Herget
Publicity Director .....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Phone Number 4-7571
Transmitter Location.....Pinnickinnick Hill
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Branham
President .....Austin Wood
General Manager.....George H. Clinton
Station, Comm., Prom. Mgr....Fred Zimmerman
Pgm., Prod., Publ. Director.....Carl Loose
Chief Engineer.....Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Mountain State Bcstg. Co.
Address Trans. Loca. .....Radio Plaza
Phone Number 4-5525-6
News Service .....UP
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen., Mgr.....Glacus G. Merrill
Commercial Manager.....F. T. Gregg
Program Director .....James Harper
Chief Engineer.....Beryl Snyder
Consulting Engineer.....John Creutz

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number 4-6425
Transmitter Location.....3½ Mi. S. of Clarksburg on Weston Rd.
News Service .....UP
Transcription Service .....World
President.....O. L. Billingsley
Gen., Sta. Mgr.....R. C. Warden
Comm., Sales Prom. Mgr.....Joe M. Larosa
Prog. Dir., Farm Editor.....Dewitt Wyatt
Prod., Mus. Director.....John Peters
Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....W. Va. Radio Corp.
Address.....P. O. Box 967, Elkins
Phone Number 1300
Trans. Loca. .....Washington & Davis Sts.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
President .....Mrs. H. C. Greer
General Manager.....Ford Billings
Station Manager.....Ben Greenhaw
Commercial Manager.....Bill Wilson
Chief Engineer.....Al Calisti

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Fort Industry Co.
Address .....208 Adams Street
Phone Number 3100
Transmitter Location .....Monongah
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Katz Agency
President .....George B. Storer

General Manager .....Lee B. Wailes
Station Manager.....Glenn C. Jackson
Commercial Manager.....A. G. Ferrise
Sales Prom. Mgr., News Dir. ..Wm. W. Powell
Program Director .....Frank Lee
Chief Engineer .....Joseph C. Strelcauski

WVVW

FAIRMONT—1946—MBS

ABC-SBN-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Bus.-Studio Address .....119 Fairmont Ave.
Phone Number 5000
Transmitter Location.....Radio Pk.
Air Time.....6:45 a.m.-1:15 a.m.
News Service .....AP
Transcription Service.....World, SESAC
President.....J. Patrick Beacom
Gen., Sta. Mgr.....Numa Fabre, Jr.
Commercial Manager .....Robert Drummond
Chief Engineer.....Earl Pelkey

WHTN

HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone Number 3-3453
Transmitter Location.....Overby Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....A. B. Hyman
Gen., Comm. Mgr.....John S. Phillips
Pgm., Prod. Director.....Raymond Anderson
Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number 3-3421
Transmitter Location .....1050 McCoy Road
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....F. J. Evans
Program Director .....Charles T. Snowdon
Commercial Manager.....Curtis S. Clark
Chief Engineer.....Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....912½ Third Ave.
Phone Number 38-401
Transmitter Location.....28th St. & Park at C. & O. R. R.
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NARTB, BAB
President.....Col. J. H. Long
General Manager.....Lawrence H. Rogers
Commerical Manager.....Tom Garten
Publicity Director.....Harold W. Shriber
Production Director.....Bert Shimp
Program Director.....Ted Eiland
Chief Engineer.....Leroy Kilpatrick
Consulting Engineer.....William L. Foss

WLOG

LOGAN—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....P. O. Box 720
Phone Number 540
News Service .....UP
Transcription Service .....World

WEPM

MARTINSBURG—1946—LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....P. O. Box 874
Phone Number 5252
Transmitter Location .....Red Hill
Air Time.....17 hrs.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB, BAB
Gen., Sta. Mgr.....C. Leslie Golliday
Commercial Manager.....Amos L. Harper
Program Director.....Charles Rand
Production Director.....Mrs. Joy Edmunds
Chief Engineer.....Sterling Heil
Consulting Engineer .....A. D. Ring

WHJC

MATEWAN—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Three State Bcstg. Co.
Address .....Merrimac

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....Box 750, 1028 1st Ave.
Phone Number 620
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....Arnold M. Vickers

Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers
Program Director.....Ted McKay
Chief Engineer.....Campbell J. Craver
Consulting Engineer .....Odes E. Robinson

WAJR

MORGANTOWN—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....P. O. Box 867
Phone Number 9488
Transmitter Location.....100 Charleston Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President .....Agnes J. Reeves Greer
Gen., Sta. Manager.....Ford Billings
Commercial Manager .....John W. Johns
Program Director.....Bos Johnson
Chief Engineer.....Clarence Rulong

WMOD

MOUNDSVILLE—1950—LBS-KBS

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....James D. Sinyard
Address .....P. O. Box 308
Phone Number 1730
News Service .....UP
President.....James D. Sinyard
Gen., Prom. Manager.....John T. Taylor
Commercial Manager.....Harry Hechesky
Pgm., News Director.....Hank Bendel
Chief Engineer.....Jerry Boles

WOAY

OAK HILL—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number 651
News Service .....AP
Transcription Service.....Capital, Thesaurus
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Commercial Manager.....Phyllis Stull
Chief Engineer.....James Bucy

WCOM

PARKERSBURG—1947—ABC-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number 7-4991-2
Transmitter Location.....New York Ave.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
President.....Joseph M. Handlan
Gen., Sta., Mgr.....A. N. Archer
Commercial Manager.....Dick Abels
Chief Engineer.....William Collins

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address .....211½ 5th St.
Phone Number 75-475
Transmitter Location.....Route 2
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, BAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
News, Pgm. Dir. .....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

WWYO

PINEVILLE

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Pineville
Phone Number 2711
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative .....McGillvra, Inc.
President.....R. D. Bailey
Gen., Sta. Mgr.....Van B. Darby
Comm., Sales Prom. Mgr.....Edward Hawley
Pgm., Publ., News Dir.....Van B. Darby
Production Director.....William J. Gemmond
Chief Engineer.....Jack D. Mullens

WLOH

PRINCETON—1947—LBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service
Phone Number 2151
Studio-Trans. Loca.....Lilly Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Harold P. Hunnicutt
Gen., Sta. Mgr.....Melvin F. Barnett
Comm., Sales Prom. Mgr.....James M. Angel
Production Director.....Betty Bailey
Program, News Director.....Al Rich
Chief Engineer.....Earl H. Graham

WRON

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.

Address .....Ronceverte
Phone Number 300
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....William E. Blake
Commercial Manager.....Carl E. Lipps
Program Director.....Clyde M. Hopper
Chief Engineer.....Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....234 No. 4th St., Steubenville
Phone Number.....Steubenville 2-9721
Transcription Service...Associated, Thesaurus
News Service .....AP
President.....Thomas E. Millsop
Gen., Sta. Mgr.....Edward J. Hirschberg
Program Director.....Harry Birrell
Production Director.....Robert Banfield
Publicity Director.....Paul Harris
Chief Engineer.....Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....McDowell Service Co.
Address.....10 Riverside Drive
Phone Number.....818
News Service .....AP
Transcription Service .....Thesaurus
President.....J. G. Hunt
Prom., Gen., Comm. Mgr.....Ellis Landreth
Pgm., News Dir. .....John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address.....King Coal Bldg.
Phone Number 1150
Representative .....McGillvra
Transcription Service .....Capitol
General Manager.....Tom Hicks

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Lewis Service Corp.
Address.....P. O. Box 431
Phone Number 1555
News Service .....UP
Representative .....Donald Cooke, Inc.
Pres., Gen. Mgr. .....Harold McWhorter
Comm., Prom. Mgr.....Glenn Short
Program Director.....Pat Hoffman
Chief Engineer.....Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Phone Number 6700
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....K. H. Forney
Commercial Manager.....Paul Miles

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
Phone Number.....5320
News Service .....UP
Station Representative .....Weed
Pres., Gen. Manager.....John B. Reynolds
Commercial Manager.....Alfred C. Ihlenfeld
Program Director....Nancy A. Hilmes Vieweg
Promotion Manager.....Ray Vingi
Chief Engineer.....Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Operated By....The Fort Industry Co.
Address.....Hawley Bldg.
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Air Time.....Full time
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NARTB, BAB
President.....George B. Storer
General Manager.....George B. Storer
Station Manager.....Wm. E. Rine
Sales Promotion Mgr.....Howard W. Meagle
Assistant Manager.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim
Consulting Engineer.....Jansky & Bailey

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address .....Williamson
Phone Number 1241
Studio-Transmitter Location .....Williamson
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Clarence Lovitch
Gen.-Sta.-Comm. Mgr.....Alice Shein
Program Director.....John T. Blair, Jr.
Chief Engineer.....Robert W. Bullio
Consulting Engineers.....McIntosh & Inglis

WISCONSIN

Pop. April 1, 1952 (Est.) 3,505,000—Total Housing Units 1,063,118
Families April 1, 1952 (Est.) 958,000—Stations in State 59

WATK

ANTIGO—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Transcription Service.....Lang-Worth
President.....Artemas F. Burner
Manager .....G. McElrone
Commercial Manager.....Donald Burns
Chief Engineer.....Robert Fowler

WHBY

APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number 3-6639
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Everett-McKinney
Comm., Gen., Sta. Mgr. .....Earl H. Huth
Sales Promotion Manager ...Richard Moore
Program Director.....Robert Petrie
Publicity Director .....Lewis Process
Chief Announcer.....William Felton
News Director.....Ken Mommaerts
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ..Upper Michigan-Wisconsin Broadcasting System, Inc.
Address .....321 2nd Street W.
Phone Number 1680
Transmitter Location .....South Ellis Ave.
Air Time.....5:55 a.m.-11:55 p.m
Transcription Service .....World
Representative ..... Walker
Membership .....NARTB
President .....William L. Johnson
Sta., Comm., Mgr.....Todd Hogan
Sales Prom. Mgr., Prod. Dir. ..Arnold Peterson
Pgm., Music Dir.....Mary Jean Anno
Chief Engineer .....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Radio Park
Phone Number 4443
News Service .....UP
Transcription Service .....Capitol
Representative .....Holman
President.....William E. Walker
Gen., Comm. Mgr.....Charles R. Dickoff
Promotion Manager.....John Saxe
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number .....College 1380
Transmitter Location....901 E. Elmwood Ave.
Air Time.....5:30 a.m.-Local Sunset
News Service .....AP
President .....Lloyd Burlingham
Gen., Sta. Mgr. .....L. O. Fitzgibbons
Commercial Manager .....Joe Moen
Program Director.....Robert LaMere
Chief Engineer.....Leo Wilson
Consulting Engineer.....Walter F. Kean

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Transmitter Location .....U. S. Hway. 51
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau
President.....Sidney H. Bliss
Gen., Sta. Mgr.....John H. Rhodes
Commercial Manager.....Gene Steinhorst
Pgm., Prod., News Dir.....Phil Kane
Publicity Director.....Bernice Krueger
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number 5111-2
Air Time .....6:30 a.m.-12 M.
News Service .....UP
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Publ., Prod., Pgm., Dir.....Bob Benson
Chief Engineer.....Russell R. Holmes
Comm., Prom. Manager.....Curt Hanson

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add.....203 S. Barstow St.
Phone Number 6149
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Hollingbery
President.....W. C. Bridges
Gen., Comm. Mgr.....Harry S. Hyett
Sales Prom. Mgr., Pgm. Dir....Robert E. Nelson
Chief Engineer.....T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number 2-1629
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
President.....Thomas K. Werner
Gen. Mgr., News Dir. .....John E. Kelly
Pgm. Dir., Chief Anncr. ...Robert Froemming
Commercial Manager.....Richard Werner
Publicity Director .....Lowell Christison
Chief Engineer.....Oscar Sielaff
Consulting Engineer.....J. J. Beloungy

KFIZ

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone Number 356
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Membership .....NARTB
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business-Studio Address.....Bellin Bldg.
Phone Number.....Adams 1
Transmitter Location.....W. De Pere
News Service .....AP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General-Station Mgr.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson
Program Director.....Clair Stone
Production Director.....Hal O'Halloran
Publicity Director.....Karl Gorsche
Chief Engineer.....Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....Nicolet Bldg.
Phone Number.....Howard 6300
Transmitter Location..Cass St., Town of Preble
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ben A. Laird
Station Manager.....Robert G. Nelson
Commercial Manager...Robert A. Vandersteen
Prog.-Prod. Director.....Don Arthur
Pub. Dir., Chief Announcer..John R. Kessenich
Consulting Engineer .....Nathan Williams

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....P. O. Box 620
Phone Number.....Howard 6400
Transmitter Location .....Bellevue
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Standard, Thesaurus
Membership .....NARTB
President.....V. I. Minahan
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Les Sturmer
Publicity Director.....Mary Ann Wudlick
News Director.....James Bartelt
Chief Engineer.....Elmo Reed
Consulting Engineer .....George Davis

WTKM

HARTFORD—1951

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address .....Hartford
Phone Number 61
Transcription Service .....SESAC
News Service .....UP
Gen. Mgr., Chief Engr.....Sherman C. Carr
Comm., Prom. Mgr.....Walter Zastrow

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number 3316
Transmitter Location.....1436 So. Oakhill Ave.
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr. .....Sidney H. Bliss
Sta. Mgr., News Dir.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Pgm., Pub. Dir.....Ralph Schroeder
Chief Engineer.....Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By .....Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number 6162
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....World
Representative .....Everett-McKinney
Membership .....BAB
General Manager .....William L. Lipman
Station Manager.....Hugh Gately
Program Director.....Jerome Golden
Production Director .....Steve Kelley
Chief Engineer.....Casimir Lubinski
Consulting Engineer.....Nathan Williams

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number 2-4678
Transmitter Location.....Gillette St.
Air Time.....6 a.m.-M.
News Serivce .....AP
Transcription Service .....World
Representative .....The Taylor Co.
Membership .....NARTB, BAB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Production Director.....Leonard G. Anderson
Publicity Director.....Paul Ziemer
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number 2-6042
Transmitter Location....5 Mi. So. of La Crosse
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed
V. P., Gen. Mgr.....Verl Bratton
Asst. Mgr., Pgm., Prom. Dir.....J. Bondeson
Chief Engineer.....J. Harold White

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number 4-4521
Transmitter Location.....Lang Drive
Air Time.....6 a.m.-12 M.
News Service .....UP
President.....James J. Conroy
Prom., Gen., Sta., Comm. Mgr....Milo Knutson
Prog. Dir.-Production Mgr.....Rosemary Castor
Chief Engineer.....Elphin G. Rinn

WLDY

LADYSMITH—1948—KBS-LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address....Ladysmith
Phone Number 584
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Thomas Clark
Membership .....NARTB, BAB
President.....O. J. Falge
Gen., Sta., Prom., Comm. Mgr....A. T. Shields
Pub. Dir.....Corinne Kopp
Prog., Prod. Dir.....Joseph Dahlvig
Chief Engr., News Dir.....Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Univ. of Wisconsin
Address .....Radio Hall
Phone Number 5-2988
News Service .....UP
Director.....H. B. McCarty
Program Director.....William Harley
Production Director.....Raymond J. Stanley
News Director.....Roy Vogelman
Chief Engineer.....John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.

Phone Number 3-5311
Transmitter Location .....Fitchburg
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
News Director .....Jack Newman
Chief Engineer.....Norman Hahn

WISC

MADISON—1948—MBS
ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
Phone Number 7-2588
Transmitter Location .....Seyene Rd., Route 4
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
President .....Morgan Murphy
Executive Director .....W. C. Bridges
General Manager .....Ralph O'Connor
Comm., Prom. Mgr.....Richard S. Nickeson
Program Director.....Morton Wagner
Prod., Pub. Dir.....Beverly White
Chief Engineer .....W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone Number 7-2261
Transmitter Location .....MacFarland
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Headley Reed
President .....Stewart Watson
Gen., Sta., Comm. Mgr.....Michael Henry
Program Director.....Audrey Johnson
Chief Engineer.....Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number 6015
Transmitter Location.....Easy St.
Air Time.....5:45 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....Inde. Sales Inc.
Membership .....NARTB
President, Gen. Mgr.....Francis M. Kadow
Publ. Prog. Dir.....George H. Erdman
Comm.-Sales Prom. Mgr....John M. Kadow, Jr.
Chief Engineer.....W. F. Duben

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 2-6631
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....Hal Holman Co.
Membership .....NARTB, BAB
President.....William E. Walker
General Manager.....Joseph D. Mackin
Commercial Manager.....Howard L. Emich
Program Director.....Pat Kehoe
News Director.....Don Metzger
Chief Engineer .....A. L. Stewart
Consulting Engineer .....A. D. Ring

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. .....1710 N. Central Ave.
Phone Number 1450
Air Time .....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol, SESAC
Membership .....NARTB, BAB
President .....Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. ..Robert W. Behling
Commercial Manager.....Robert K. Hansen
Sales Promotion Manager . Roger Thomsen
Production Director.....Kay Winters
News Director.....Lowell Chistensen
Chief Engineer .....Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Bus.-Studio-Transmitter Address .....Medford
Phone Number 5147
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
Pres., Comm., Gen., Mgr.....George F. Meyer
Program Director.....Irma Meyer
Chief Engineer.....Ray Bohnert

WMNE

MENOMONIE—1951

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By....Capitol City Bcstg. Co.
Address.....P. O. Box 83
Phone Number 1156
Transcription Service .....Lang-Worth
News Service .....UP
Representative .....Power-John
President.....William F. Johns, Jr.
General Manager.....Barry Stewart
Comm., Prom. Mgr.....James Bailey
Pgm., News Director.....Douglas Weikley
Chief Engineer.....Robert Simondet

WLIN

MERRILL—1948—MBS

Frequency: 550 Kc.....Power: 1,000 Watts
Owned-Operated By.....Alvin E. O'Konski
Business Address.....Merrill
Phone Number 1444
Air Time .....6:30 a.m.-12 M.
Transmitter Location .....Hway. 51 and 17
News Service.....AP, UP
Membership .....NARTB, BAB
Transcription Service..Standard, Capitol, Cole
Representative ..... Rambeau
President, Gen. Mgr.....Alvin E. O'Konski
Chf. Anncr., News Dir.....Jack Larkin
Chief Engineer.....Chris Zercher

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....710 N. Plankinton Ave.
Phone Number.....MArquette 8-7722
Studio Trans. Location.....5407 W. Martin Dr.
Air Time .....24 Hours
News Service .....UP
Representatve .....Headley Reed
Membership .....NARTB, BAB
President .....Glenn D. Roberts
Gen., Sta. Manager.....Hugh K. Boice, Jr.
Commercial Manager.....John C. Gagliano
Sales Prom. Manager.....Ellis Saxton
Pgm. Dir., Chief Announcer....Tom Shanahan
News Director.....Don O'Connor
Chief Engineer.....Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By....Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter .....208 E. Wisconsin Ave.
Phone Number .....Broadway 2-1272
Air Time .....Sunrise-sunset
News Service .....AP
Representative.....John E. Pearson
Pres., Gen.-Sta. Mgr.....Charles J. Lanphier
Program Director..... John Van Osch
Prod., Pub. Dir. .....Charles La Force
Chief Engineer.....George Dodge
Consulting Engineer.....E. C. Page

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Radio, Inc.
Address .....540 N. Plankinton Ave.
Phone Number .....Division 2-3000
Transmitter Location .....5001 So. 60th St.
Air Time.....6 a.m.-12 M.
News Service .....INS, UP
Transcription Service .....World
Representative .....The Katz Agency
Membership .....NARTB
General Manager.....G. W. Grignon
Station Mgr.....Harry D. Peck
Promotion Director .....George DeGrace, Jr.
Program Director .....Jack Raymond
Chief Engineer .....Donald A. Weller
Consulting Engr. .....A. Earl Cullum, Jr.

WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midwest Bcstg. Co.
Business-Studio Address.....723 N. Third St.
Phone Number.....DAly 8-2154
Transmitter Location.....Hales Corners
Air Time.....18 hrs.
News Service .....UP
Representative .....Bolling Co.
President.....Clifford C. Randall
Gen.-Sta. Mgr.....Jack Bundy
Sales Prom. Mgr., Pub. Dir.....Janet M. Trudel
Program Director.....Donald McClellan
Production Director.....Hal Walker
Chief Engineer.....Raymond Host
Consulting Engineer.....Paul Godley

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone Number.....West 3-1290
Transmitter Location .....Glendale
Air Time .....6 a.m.-Local sunset
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Forjoe
Gen. Mgr.....Jerome Sill
Consulting Engineer.....John Creutz

WOKY

MILWAUKEE—1950—LBS

Frequency: 920 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Bartell Bdcsters, Inc.
Bus.-Studio Address .....Empire Bldg.
Phone Number .....Broadway 1-8428
News Service .....UP
President.....Gerald A. Bartell
Program Director.....John A. Reddy
Chief Engineer.....Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....720 E. Capitol Dr.
Phone Number.....MArquette 8-6000
Transmitter Location.....Rt. 4, Box 817 Waukesha
Air Time.....19 hrs.
News Service .....AP
Representative .....Edward Petry
V.P., General Mgr.....Walter J. Damm
Asst. General Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. Prom. Mgr.....Bruce Wallace
Traffic Director .....Frank Bignell
Chief Engineer .....Phil Laeser

WEKZ

MONROE—1951

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By..Green County Bcstg. Co.
Address.....P. O. Box 460
Phone Number 1260
News Service .....AP
President .....Kenneth Stuart
Gen. Mgr., Farm Editor.....Grant Ritter
Program Director.....Stan Neuberger
Chief Engineer.....Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc.....Power: 1,000 Watts
Owner.....Neenah-Menasha Bcstg. Co.
Bus.-Studio Add.....101 E. Wisconsin Ave.
Phone Number 2-2871
Transmitter Location .....Rte. 1, Neenah
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Associated
V. P., General Manager.....Don C. Wirth
Chief Engineer.....E. W. Fliegel
Consulting Engineer.....Walter Kean

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Phone Number..... .....Stanley 4580
Transmitter Location.....1235 Bowen St.
Transcription Service .....Capitol
Representative .....Pearson
Pres., Pgm. Dir.....Wm. F. H. Johns, Jr.
Comm., Gen. Mgr.....Allen Embury
News Director.....Lloyd Wasser
Chief Engineer.....Ozzie Oren

WIBU

POYNETTE—1925—WIS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Poynette
Phone Number.....Poynette 98
Representative .....Burn-Smith
Owner.....William C. Forrest

WRAC

RACINE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Bell City Bcstg. Co.
Address.....423 Main St.
Phone Number 2-1627
President .....Jerome Sill
Secy.-Treas. .....Gene Posner
Gen., Comm. Mgr.....Gordon Lewis
Pgm., Prod. Dir.....Henry E. Duling
Chief Engineer.....Howard Immekus

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone Number 4-3311
News Service .....AP
Representative .....Walker
General Manager.....Harry R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager .....Gerald D. Nelson
News, Pgm. Dir.....Lyman Merens
Promotion Manager.....Amelia French
Chief Engineer.....F. Lee Dechant

WOBT

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address .....Rhinelander
Phone Number 1240
News Service .....UP
Representative .....Cooke
Transcription Service .....World
President.....John R. Tomek
Gen., Comm. Mgr., News Dir...Don Mortwedt

Program Director.....Bartley Curran
Chief Engineer.....Charles Bresette

WJMC

RICE LAKE—1938—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca. .....1615 S. Main
Phone Number 550
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Hollingbery
President .....W. C. Bridges
Commercial Manager.....Russell J. Brown
Prom. Mgr., Pgm., News Dir.....Bob Topinka
Chief Engineer .....Robert Kolsky

WRCO

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number 20
News Service .....UP
Trans. Serv. .....SESAC, Lang-Worth
President .....Arthur Overgaard
Gen., Comm. Mgr.....T. R. Kelley
Prom. Mgr., Pgm. Dir.....R. J. Bodden
Chief Engineer .....Donald Northrop

WTCH

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Telephone Number 666
Representative .....Schepp-Reiner
News Service .....UP
Transcription Service .....Capitol
General Manager.....Jeanne Heal
Station Manager.....D. W. Hodgins

WHBL

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Hway. 141
Phone Number 4844-5
Transmitter Location.....Hway. 141
Air Time .....7 a.m.-11 p.m.
News Service .....AP
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....A. Matt Werner
General-Comm. Mgr.....G. P. Richards
Pgm., News Director.....Glen James
Chief Engineer.....Herbert J. Mayer

WKLJ

SPARTA—1951

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Victor J. Tedesco
Address.....124 Waterf St.
Phone Number 3307
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr.....Jon F. Lohmer
Chief Engineer.....Marvin Moberly

WSPT

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414 Main St.
Phone Number 2744
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
Gen., Comm. Mgr.....L. Larry Zurawski
News, Pgm. Dir., Prom. Mgr....Charles Gossett
Chief Engineer.....Donald Zuehlke

WDOR

STURGEON BAY—1951

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number 593
Transcription Service .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager.....Jack Baker
Program Director.....Dolores Allen
Chief Engineer.....L. J. Lorenzen

WOKW

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Door County Radio Co.
Address.....Rhode Island St.
Phone Number 1050
Transcription Service .....Capitol
News Service .....UP
President .....Sumner Harris
General Manager.....Herbert H. Graefe
Chief Engineer.....Carl Raasch

WDSM

SUPERIOR—1939—ABC

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News Service .....UP
Transcription Service .....Standard
Representative.....Free & Peters
President .....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Manager.....William Lukoskie
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WTRW

TWO RIVERS—1951

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Phone Number 324
Transcription Service .....Capitol
News Service .....UP
President.....John H. Markel
Gen., Comm. Mgr.....Norman C. Haagenson
Program Director.....Meredith Greene
Chief Engineer.....Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone Number 2215
News Service .....UP
Pres., Gen. Mgr.....Albert B. Gale
Program Director.....Carl V. Kolata
Chief Engineer.....Leonard E. Benson

WAUX

WAUKESHA—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number 6619
Transmitter Location .....R. 1, Orchard St.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Ra-Tel
Membership .....NARTB, BAB
President .....Carl Taylor
Gen., Sta. Mgr.....Mig Figi
Commercial Manager....Charles E. Williams
Farm Editor, Pgm. Dir .....Donald Froehlich
Production Director .....Mary Miles
Chief Engineer.....Adin Randall

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper By.....The Journal Co. (The Milwaukee Journal)
Business-Studio Address.....714 Fifth St.
Phone Number 6521
Transmitter Location.....Coates Lane R. R. 3
Air Time.....17 hrs.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Meeker
Station Manager.....Ben F. Hovel
Program Director.....George Bundner

AP SELLS

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MIG FIGI,
General Manager,
WAUX, Waukesha, Wisconsin

News Director.....Keith Jacobs
Chief Engineer.....R. W. Richardt

WBKV

WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Decorah Rd. & Indiana Ave.
Transcription Service.....Capitol, Thesaurus
News Service .....UP
Sta., Comm. Mgr.....Paul J. Mueller
Chairman of Board.....August C. Berkholtz
President.....Wendell S. Ciganic
Treasurer.....Carl H. Rhode
Chief Engineer.....Paul J. Ripple
Program Director.....Donald Frazier

WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....141 W. Grand Ave.
Phone Number 1340
Transmitter Location.....1500 Bonow Ave.
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Louise F. Huffman
Gen., Sta. Mgr., Pub. Dir. ...Geo. T. Frechette
Commercial Manager.....Bruce G. Beichl
Chief Engineer .....Gordon Miller

WYOMING

Pop. April 1, 1952 (Est.) 304,000—Total Housing Units 93,242
Families April 1, 1952 (Est.) 86,000—Stations in State 13

KSPR

CASPER—1930

MBS—INTERMOUNTAIN—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number 407
Studio-Transmitter Location..1st & Lennox Sts.
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Commercial Manager ...Frederic W. Hufsmith
Program Director.....Marcus R. Nichols
Chief Engineer .....Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....1540 So. Wolcott St.
Phone Number 130
News Service .....AP
Transcription Service .....Thesaurus
President.....Jack W. Perry
Comm., Gen. Mgr.....J. R. Bailey, Jr.
Prom. Mgr., Pgm. Dir.....Eugene Larrieux
Chief Engineer.....John Mursu

KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number.....Cheyenne 4461
News Service .....UP
Representative .....McGillvra
President.....Tracy S. McCraken
General Manager.....William C. Grove
Commercial Manager.....Frank Flynn

KODI

CODY—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....915 Rumsey Ave.
Phone Number 750
General Manager.....A. J. Richard
Chief Engineer.....Phillip H. Barnhart

KOVE

LANDER—1948—KBS—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number 488
Studio-Transmitter Location....N.W. of Lander
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Keystone

President .....Edward J. Breece
Pgm. Dir., Sta., Gen. Mgr.....Jack L. Breece
Comm., Prom. Mgr.....Maurice Fitzgerald
Publicity Director.....Marlene Young
Chief Engineer.....Gary Fehlaver
Consulting Engineer .....Stanley Benson

KOWB

LARAMIE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....West Laramie
Phone Number 4888
Air Time .....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
President .....F. O. Rice
General Manager.....Richard F. Connor
Sta. Mgr., Pgm. Dir.....L. O. Smith
Publ. Dir., Sales Prom. Mgr.....J. C. Steele
Consulting Engineer.....Warren Mallory

KPOW

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 1000 Watts
Phone Number 222
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Associated, Cole
Representative .....Avery-Knodel
General Manager.....Al Meyer
Prom., Comm. Mgr. .....Mel Whitmire
Program Director.....Agnes Fields
Consulting Engineer.....D'Orr Cozzens

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address.....Rawlins, Box 385
Phone Number 1003
Air Time .....7 a.m.-10:35 p.m.
News Service .....AP
Membership .....NARTB, BAB
President.....Tracy S. McCraken
Gen., Sta., Comm. Mgr.....Jack C. Vagner
Program Director.....Anita Phisterer
Chief Engineer .....Gordon E. Clarke

KWRL

RIVERTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Phone Number 789
News Service .....AP
General Manager.....Joseph P. Ernst

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Business-Studio Address.....Rock Springs
Phone Number 93
Transmitter Location.....2 Mi. N. of City
Air Time.....6:45 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Standard
President.....D. G. Richardson
Gen., Sta. Mgr.....Dwight Fisher
Comm., Sales Prom. Mgr.....Laurel Moseby
Pgm., Publ. Dir.....Imogene Parr
Chief Engineer.....Glade Montgomery
Consulting Engineer.....William Grove

KWYO

SHERIDAN—1934—MBS

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number 601
Transmitter Location..1½ Mi. N.W. of Sheridan
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Jim Carroll
Comm.-Sales Prom. Mgr.....Don Tannehill
Prod., News, Pgm. Dir.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KGOS

TORRINGTON—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joseph P. Ernst
Phone Number 567
News Service .....UP
Owner.....Joseph P. Ernst

KWOR

WORLAND—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 409
Phone Number 733
President.....Joseph P. Ernst
Gen., Comm. Manager.....Mildred V. Ernst
Program Director.....Celesta Robinson
Chief Engineer.....Joe Henry

TERRITORIES AND POSSESSIONS

ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number 3-4433
News Service .....UP
Transcription Service.....MacGregor, Capitol
Representative .....Donald Cooke
Director .....Jack Borges
General Manager.....Keith Copper

KENI

ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number 20301
Transmitter Location.....Sunset Drive
Air Time.....6:15 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Wellington Fletcher
President .....Miriam Dickey
Gen., Sta. Manager.....A. G. Hiebetr
Commercial Manager.....William Stewart
Publ., Pgm., Prod. Dir.....Harold Knutson

KFQD

ANCHORAGE—1924—CBS-LBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Commercial Manager.....Juanita Underwood
Program Director.....Gerald Mathis
Chief Engineer .....Chas. Mohler
Consulting Engineer.....A. D. Ring

KFAR

FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number 2125
Transmitter Location.....Farmers Loop Road
Air Time.....6:30 a.m.-12 M.
News Services.....AP and UP
Representative .....Fletcher, Wellington
President .....Miriam L. Dickey
Station Manager .....Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Program Director .....Richard Greuel
Chief Annc., Prod. Dir.....Don McCune
Publicity Director.....Val Forth
Chief Engineer.....Jorgen Twieten

KFRB

FAIRBANKS—1948—CBS-LBS

Frequency: 1290 Kc. .....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg.
Phone Number .....Seneca 6333
Transmitter Location .....College Loop
Air Time .....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Commercial Manager.....Joel Buffington
Program Director.....Graham Kleckner
Chief Engineer.....Richard Schoup
Consulting Engineer.....A. D. Ring

KINY

JUNEAU—1935—CBS-LBS

Frequency: 1460 Kc. .....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg.
Phone Number .....Seneca 6333
Transmitter Location .....Juneau
Air Time .....Unlimited
News Service .....AP

Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager .....Richard Peter
Program Director.....Norma Weeks
Chief Engineer .....Charles Gray
Consulting Engineer.....A. D. Ring

KTKN

KETCHIKAN—1935—CBS-LBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Business-Studio Address...830 Securities Bldg. Seattle 1, Wash.
Phone Number.....Seneca 6333
Transmitter Location .....Ketchikan
News Service .....AP
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager.....Dorothy Jacobson
Program Director.....Ed Mack
Chief Engineer.....Charles Gray
Consulting Engineer.....A. D. Ring

KIBH

SEWARD—1948—CBS-LBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
.....830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
Transmitter Location .....Seward
Air Time.....3.30 p.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Commercial Manager.....Lee Norton
Program Director.....David Hassinger
Chief Engineer.....Chas. Mohler
Consulting Engineer.....A. D. Ring

KALA

SITKA—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Baranof Enterprises, Inc.

KIFW

SITKA—1949—CBS-LBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Bus.-Studio Addres.....830 Securities Bldg., Seattle, Wash.
Phone Number.....Seneca 6333
Transmitter Location .....Sitka
News Service .....AP
Air Time.....5 p.m.-12 M.
Transcription Service .....Lang-Worth
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Pgm. Dir., Sta. Mgr.....Wm. Maynard
Chief Engineer.....Charles Gray
Consulting Engineer.....A. D. Ring

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number 4616
Studio-Transmitter Location .....Piihonua
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....J. Howard Worrall
Station Manager.....C. Tracy Thrumston
Commercial Manager.....Roger H. Coryell
Chief Engineer.....Robert W. Moore

KILA

HILO—1951—MBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Bcstg. Co.
Address .....Naniloa Hotel
Phone Number 5313
News Service .....UP
Representative .....Hollingbery
Co-Owner.....J. Elroy McCaw
Co-Owner .....John Keating
Gen. Mgr., Chief Engr.....James E. Jaeger

KIPA

HILO—1947—ALOHA NET

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....140 Haili St.
Phone Number 2177
Representative .....Grant
President Manager.....A. H. Green

KAHU

HONOLULU—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....1639 Kapiolani Blvd.
Phone Number 993185
Transcription Service .....Capitol
News Service .....AP
Commercial Manager.....Arthur Sedgwick
Program Director.....Ed Marion
Treasurer.....Harry En Chu

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Bus.-Studio-Transmitter Address.....1534 Kapiolani Blvd.
Phone Number 9-0914
Air Time.....5:30 a.m.-10:45 p.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., General Mgr.....J. Howard Worrall
Station-Comm. Mgr.....E. Fitz Donnell, Jr.
Pub. Dir., Sales Prom. Mgr.....Faye Johnson
Pgm., Prod., Farm Dir.....Robert Costa
Chief Engineer.....Ernest G. Lindemann

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Phone Number 5-2977
Chief Engineer.....M. A. Mulrony
Studio-Transmitter Location..South & Kapiolani
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
President.....Lorrin P. Thurston
Gen. Mgr., Chf. Engr.....M. A. Mulrony
Station Manager.....William O. Paine

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number.....95295
Transmitter Location .....Kalia, Waikiki
News Service .....UP
Trans. Serv. .....Capitol, Standard
Representative .....Grant
President .....R. M. Fitkin
Chief Engr., Sta. Mgr. .....Ira G. Mercer
Program Director.....W. H. Whedbee

KIKI

HONOLULU—1950

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Phone Number 63456
Representative.....Western Rad. Sales
Transcription Service .....Lang-Worth
News Service.....AP, INS
Pres., Gen. Mgr., Chief Engr..Royal V. Howard
Vice-President.....William B. Meyers
Commercial Manager.....Marcel Cailliet
Program Director.....Clair Weidenaar

KPOA

HONOLULU—1946—LBS—MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address.....575 Kamoku St.
Phone Number 95236
Transmitter Location.....Kapiolani & Date Sts.
News Service .....UP
Representative.....George P. Hollingbery
Partners ...J. Elroy McCaw, John D. Keating
Station Manager.....Wm. B. Murphy
Gen., Prom., Comm. Mgr.....Fin Hollinger
Chief Announcer.....Bob Lang
Prod. Director.....Carlos Rivas
Consulting Engineer..... R. Bird

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned. Oper. By .Pacific Frontier Bdcstg. Co., Ltd.
Address .....P. O. Box 1479
Phone Number 71933
Transmitter Location .....Kalanianiole Hway.
Air Time.....18 hrs.
News Service .....UP
Representative.....Adam Young Jr.
Pres., Gen. Mgr. .....Jack A. Burnett
Prom., Sta. Manager.....Geo. B. Morgan
Commercial Manager .....Irving C. Phillips
Program Director.....Ted Scott
Production Director.....Dan Kawakami
Chief Engineer.....C. W. Evans
Consulting Engineer .....D'Orr Cozzens

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai Box 1748
Phone Number.....Kauai 361, 961
Air Time.....5:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
General Manager.....Charles J. Fern
Station Manager.....Clarence M. Ashman
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

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New York 20, New York
Circle 7-0624

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KMVI

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca.....Wailuku-Maui
Phone Number 981
Air Time.....5:30 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Standard, Cole
Representative .....Grant
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta. Mgr., Prog. Dir.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Consulting Engineers.....Lohnes & Culver

PUERTO RICO

WABA

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hector Reichard

WCMN

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....Arecibo
Phone Number.....(Studios) 589
President .....Aristides Santoni
General Manager .....Nabal Barreto
Comm. Mgr. .....Francisco López Oronoz
Prog. Dir.....Digna Olivero Barrios
Chief Engineer .....José Soler

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Phone Number.....Bayamon 161
Transmitter Location.....Cataño-Bayamon Rd.
Air Time .....Unlimited
President.....Dr. A. Diaz Atiles
General Manager....Domingo Diaz Alejandro
Chief Engineer.....Natalio Pabellon

WRIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Business Address .....Caguas
Phone Number 678
Gen. Mgr., Chief Engr.....Edwardo Biacoechea
Commercial Manager.....Charles Miner
Prom. Mgr., Pgm. Dir.....J. G. Morales

WVJP

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone Number 789
Gen., Sta Mgr.....Héctor Pereira Buonomo
Commercial Manager....Jorge Luis Arzuaga
Sales Prom. Mgr.....Federico E. Virella
Program Director.....Ramón Mojica Solá
News Director .....William Valentine Rico
Chief Engineer.....Pedro Luis Jimenez
Farm Editor.....Freddy Percy

WMDD

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz
Address .....P. O. Box 187
Phone Number 132
General Manager.....Augustin R. Camunas

WXRF

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address..Calle Hostos No. 42
Phone Number 243
Transmitter Location...Barrie Santo Domingo
Gen., Sta., Comm. Mgr.....Charles L. Cordero
Pgm., Prod. Dir.....Jose Colon
Chief Engineer.....J. H. Conesa
Consulting Engineer.....William N. Greer

WAEL

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta
Business Address.....Iglesia No. 12
Phone Number 799
Owner-Manager .....Mario Acosta

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Minerva St. 54
Phone Number 983
Studio Address.....59 Minerva St.
Transmitter Location.....Guanajibo Ave., Route 37
Air Time.....6 a.m.-M.
President.....Jose A. Bechara
General Manager.....Arturo Cortes
Commercial Manager.....Jaime Sanjurjo
Program Director.....Alberto Basora
Promotion Manager.....Rafael Colon Diaz
Chief Engineer.....Henry Fischback

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Phone Number 1150
Studio Address.....1150 Guanajibo Ave.
Transmitter Location.....1150 Guanajibo Ave.
Air Time.....6 a.m-M.
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Station Mgr.....Reinaldo Dupont
Commercial Manager.....Maria Alvarez
Pgm., Prod. Director....Angel Rivera Graciani
Chief Engineer.....Marcos Vega Pagán
Consulting Engineer .....Jansky & Bailey

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Puerto Rico Adv. Co.
Address .....Box 869
Phone Number 869
President-Gen. Mgr. .....Andres Camara
Commercial Manager.....Virginia DiCristina
Program Director.....Ishmael Torrelas
Prom. Mgr., News Dir...Esteban Rosado Baes
Chief Engineer.....Aristides Zapata

WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address .....Box 1346
Phone Number 1290
President .....Alberto Sanabria
Treas., Pgm. Dir.....Gilbert Mamary
Chief Engineer.....Rafael Rodriguez Santiago

WPAB

PONCE—1939

Frequency: 550 Kc.....Power: 5000 Watts; 1000 Watts n.
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus.-Studio Add. ..P. O. Box 786, 164 Villa St.
Phone Number 783, 1177
Transmitter Locations.....Pampanos Rd.
News Service .....AP
Representative.....Inter-American Pub'l., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....A. Gimenez Aquayo
Commercial Manager .....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Engineer.....Pedro E. Conesa

WPRP

PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number 1015, 1752, 1821
Studio Address .....Guadalupe & Salud Sts.
Transmitter Location.....Las Cucharas
Representative .....Guzman, Co., Inc.
Membership .....NARTB
President.....Guillermo A. Marques
General Manager.....Fransisco M. Susoni
Commercial Manager.....Antonio Miro
Program Director.....Rogelio Ramos Rivas
Chief Engineer.....José Arzuaga

WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....P. O. Box 335—Hato Rey
Phone Number .....Hato Rey 1096
President .....Isidro Quiñones Vidal
V.P., Chief Engr.....Julio Morales Ortiz
Adm. Asst. to V.P.....Manuel Rivera Morales
Program Director.....Ramon Viscaronnlo

WWWW

RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Phone Number 1098
Owner.....Frank A. Gaudia

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address...357 Ponce de León Ave.
Phone Number 3-0100
Transmitter Location .....Guaynabo
Transcription Service .....Thesaurus
Membership .....NAB
President .....José Ramón Quiñones
Gen., Sta. Mgr.....Harwood Hull, Jr.
Commercial Manager...Segismundo Quiñones
Chief Engineer.....José A. Fernández
Farm Editor.....Guillermo Atiles
Consulting Engineer .Commercial Radio Equip.

WKVM

SAN JUAN—1946

Frequency: 1070 Kc.....Power 25,000 Watts d.
Owned-Oper. By.....Am. Col. Bdcstg. Corp.

WIPR

SAN JUAN—1949

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Dept. of Education
Address.....1310 Ponce de Leon Ave.
Phone Number.....2-3218
Transcription Service .....World

President .....Mariano Villaronga
Station Director.....Jose A. Buitrago
Program Director.....Francisco Arrivi
Chief Engineer.....Pedro Luis Jimenez
News Director.....Wilfredo Braschi

WIAC

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Radio Station WIAC
Address.....P. O. Box 4504
Phone Number 2-1558
Gen., Sta. Mgr.....Thomas Muniz
Commercial Manager.....Bolivar Perez Rios
Program Director.....Roberto Perez Navarro
Publicity Director.....Manuel Morales
Chief Announcer.....Luis E. Marrero
Chief Engineer.....Albert D. Sears
Consulting Engineer.....George C. Davis

WITA

SAN JUAN—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address.....P. O. Box 3726
Studio Director.....Fermin F. Bonni
Commercial Manager....William H. Montaivo

WKAQ

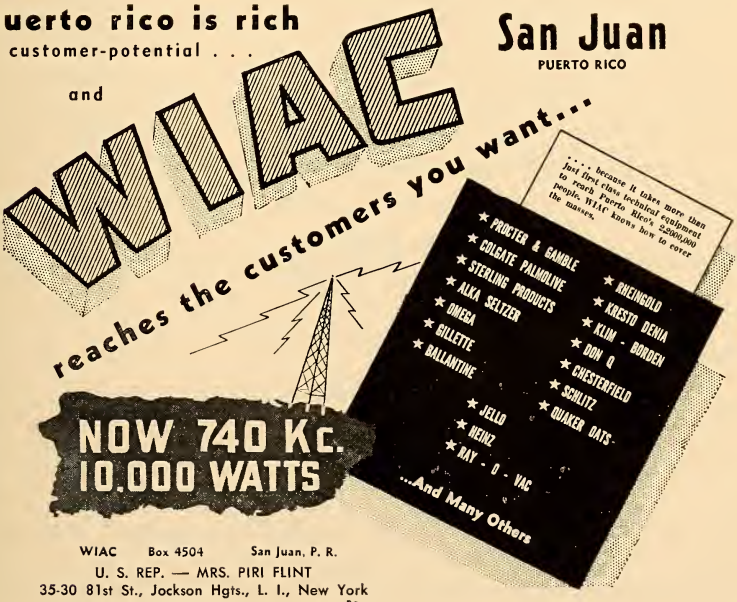
SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....P. O. Box 9007
Phone Number 2-2023
Transmitter Location.....Sabana Llana
Air Time.....6 a.m.-12 M.
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Angel Ramos
Chief Engineer.....Rafael J. Acosta

WNEL

SAN JUAN—1934

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Oper. By.....WNEL, Inc.
Address.....960 Ponce de Leon Ave.
Transcription Service .....Associated
Pres., Gen. Mgr.....A. Ramos
Program Director.....Santiaga Garcia
Chief Engineer.....Rafael J. Acosta



WIAC Box 4504 San Juan, P. R.
U. S. REP. — MRS. PIRI FLINT
35-30 81st St., Jackson Hgts., L. I., New York

IN CANADA

more people listen regularly to*

CFRB Toronto

than to any other station . . .

✶ The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

CANADA

C B C

•

C A B

•

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Networks

CBC NETWORKS.....

Serve all Canadians

Every section of Canada is served by the CBC . . . not only the big metropolitan centres but also the thousands of smaller communities and the vast rural areas spread across the Dominion.

Two CBC networks—Trans-Canada and Dominion—serve *English-speaking* Canadians . . . while the CBC French Network provides a separate program service designed especially to meet the tastes and interests of *French-speaking* Canadians.

Used *in combination,* CBC Networks . . . English and French . . . make Canada ONE BIG MARKET. They provide the coverage, the penetration and the *sales results* that make CBC network radio a most attractive advertising buy.

In the development and production of Canadian Talent Programs . . . French and English . . . the CBC is glad to extend its fullest assistance to advertising agencies and their clients.

CBC RADIO CANADA

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1425 Dorchester Street W.
Montreal 25, P.Q.

CANADIAN BROADCASTING CORP.

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Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

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F. Mutrie, Director of Television

Administration

D. Claringbull, Manager of Personnel and Administrative Services

Engineering

H. Hilliard, Supervising Engineer, Toronto Area

Commercial

W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
A. Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

In Canada you sell 'em when you tell 'em!

IF you cauld walk into the living room of every sales prospect and sit dawn to tell him what your product will do far him — yau could do a better selling jab than in any other way. But the cast of selling this way is prohibitive — it certainly would be in Canada.

Canada is a vast country, stretching 4,365 miles from St. Jahn's to Victoria, B. C. All in all, it has 3,845,144 square miles of fabulous resources and unlimited patential. The Province af Ontaria alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania combined.

With an area raughly ¼ larger than the U. S., the Canadian population is less than 10% that of her neighbor; only 3.57 persans per square mile, campared with 45.1 in the U. S. But Canada's papulation is samewhat concentrated: 79% live in a narraw strip of land only 200 miles wide hugging the U. S. barder.

These figures present a curiaus problem ta anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched — a market that, in 1949, accounted for over $3,622,465,000 in retail sales — 41.5% of Canada's tatal. Too often, manufacturers faced with this dilemna have either put all their advertising eggs in one basket ar spread themselves too thinly in an attempt to add rural coverage ta metrapolitan.

The problem is: haw to cover bath urban and rural markets with a maximum number af sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced af the solution, then you are on yaur way tawards explaiting this lucrative market.

For Complete Information on your specific merchandising problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

Pat Freeman,
Sales Research Dir.
37 Bloor St., W.,
Toronto

T. J. Allard,
General Manager,
108 Spurks St.
Ottawa

CANADIAN ASSOCIATION OF BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Offices—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729

☆

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☆

Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 104 privately owned (independent) broadcasting stations in Canada.

STATIONS OF CANADA

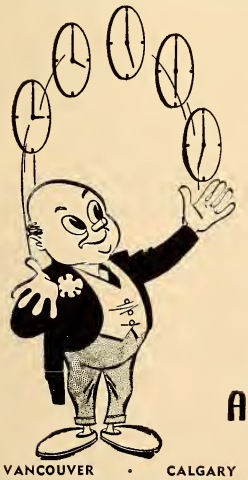
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	725
CBE	Windsor, Ont.	734
CBF	Montreal, Que.	735
CBG	Gander, Nfld.	726
CBH	Halifax, N. S.	727
CBI	Sydney, N. S.	727
CBJ	Chicoutimi, Que.	735
CBK	Watrous, Sask.	739
CBL	Toronto, Ont.	733
CBM	Montreal, Que.	736
CBN	St. John's, Nfld.	726
CBO	Ottawa, Ont.	731
CBR	Vancouver, B. C.	723
CBT	Grand Falls, Nfld.	726
CBV	Quebec City, Que.	737
CBW	Winnipeg, Man.	724
CBX	Edmonton, Alta.	720
CBY	Corner Brook, Nfld.	726
CFAB	Windsor, N. S.	728
CFAC	Calgary, Alta.	720
CFAR	Flin Flon, Man.	724
CFBC	Saint John, N. B.	725
CFCF	Montreal, Que.	736
CFCH	North Bay, Ont.	731
CFCN	Calgary, Alta.	720
CFCO	Chatham, Ont.	729
CFCY	Charlottetown, P. E. I.	734
CFGP	Grande Prairie, Alta.	721
CFJC	Kamloops, B. C.	721
CFJR	Brockville, Ont.	729
CFNB	Fredericton, N. B.	725
CFOR	Orilla, Ont.	731
CFOS	Owen Sound, Ont.	731
CFPA	Port Arthur, Ont.	732
CFPL	London, Ont.	730
CFPR	Prince Rupert, B. S.	722
CFQC	Saskatoon, Sask.	739
CFRA	Ottawa, Ont.	731
CFRB	Toronto, Ont.	733
CFRN	Edmonton, Alta.	720
CHAB	Moose Jaw, Sask.	739
CHAD	Amos, Que.	735
CHAT	Medicine Hat, Alta.	721
CHEF	Granby, Que.	735
CHEX	Peterborough, Ont.	732
CHFA	Edmonton, Alta.	720
CHGB	Ste. Anne de la Pocatiere, Que.	738
CHLN	Three Rivers, Que.	738
CHLO	St. Thomas, Ont.	732
CHLP	Montreal, Que.	736
CHLT	Sherbrooke, Que.	738
CHML	Hamilton, Ont.	729
CHNC	New Carlisle, Que.	737
CHNO	Sudbury, Ont.	733
CHNS	Halifax, N. S.	727
CHOK	Sarnia, Ont.	732
CHOV	Pembroke, Ont.	732
CHRC	Quebec City, Que.	737
CHRL	Roberval, Que.	738
CHSJ	Saint John, N. B.	726
CHUB	Nanaimo, B. C.	722
CHUM	Toronto, Ont.	733
CHVC	Niagara Falls, Ont.	730
CHWK	Chiliwack, B. C.	721
CJAD	Montreal, Que.	736
CJAT	Trail, B. C.	723
CJAV	Port Alberni, B. C.	722
CJBC	Toronto, Ont.	733
CJBQ	Belleville, Ont.	728
CJBR	Rimouski, Que.	737
CJCA	Edmonton, Alta.	720
CJCB	Sydney, N. S.	727
CJCH	Halifax, N. S.	727
CJCS	Stratford, Ont.	732
CJDC	Dawson Creek, B. C.	721
CJEM	Edmundston, N. B.	725
CJFP	Riviere-Du-Loup, Que.	737
CJFX	Antigonish, N. S.	727
CJGX	Yorktown, Sask.	739
CJIB	Vernon, B. C.	723
CJIC	Sault St. Marie, Ont.	732
CJKL	Kirkland Lake, Ont.	730
CJLS	Yarmouth, N. S.	728
CJNB	North Battleford, Sask.	739
CJNT	Quebec City, Que.	737
CJOB	Winnipeg, Man.	724
CJOC	Lethbridge, Alta.	721
CJON	St. John's, Nfld.	726
CJOR	Vancouver, B. C.	723
CJOY	Guelph, Ont.	729
CJRL	Kenora, Ont.	730
CJRW	Summerside, P. E. I.	735
CJSO	Sorel, Que.	738
CJVI	Victoria, B. C.	723
CKAC	Montreal, Que.	736

Call Letters	City	See Page
CKBB	Barrie, Ont.	728
CKBI	Prince Albert, Sask.	739
CKBL	Matane, Que.	735
CKBW	Bridgewater, N. S.	727
CKCH	Hull, Que.	735
CKCK	Regina, Sask.	739
CKCL	Truro, N. S.	728
CKCR	Kitchener, Ont.	730
CKCV	Quebec City, Que.	737
CKCW	Moncton, N. B.	725
CKDA	Victoria, B. C.	723
CKEN	Kentville, N. S.	727
CKEY	Toronto, Ont.	734
CKFH	Toronto, Ont.	734
CKFI	Fort Frances, Ont.	729
CKGB	Timmins, Ont.	733
CKLB	Oshawa, Ont.	731
CKLN	Nelson, B. C.	722
CKLS	La Sarre, Que.	735
CKLW	Windsor, Ont.	734
CKMO	Vancouver, B. C.	723
CKMR	New Castle, N. B.	725
CKNB	Campbellton, N. B.	725
CKNW	New Westminster, B. C.	722
CKNX	Wingham, Ont.	734
CKOC	Hamilton, Ont.	730

Call Letters	City	See Page
CKOK	Penticton, B. C.	722
CKOV	Kelowna, B. C.	722
CKOX	Woodstock, Ont.	734
CKOY	Ottawa, Ont.	731
CKPC	Brantford, Ont.	728
CKPG	Prince George, B. C.	722
CKPR	Fort William, Ont.	729
CKRC	Winnipeg, Man.	724
CKRD	Red Deer, Alta.	721
CKRM	Regina, Sask.	739
CKRN	Rouyn, Que.	738
CKRS	Jonquire, Que.	735
CKSB	St. Boniface, Man.	724
CKSF	Cornwall, Ont.	729
CKSM	Shawinigan Falls, Que.	738
CKSO	Sudbury, Ont.	733
CKTB	St. Catherine, Ont.	732
CKTS	Sherbrooke, Que.	738
CKVC	Quebec City, Que.	737
CKVD	Val D'Or, Que.	738
CKVL	Verdun, Que.	736
CKWS	Kingston, Ont.	730
CKWX	Vancouver, B. C.	723
CKX	Brandon, Man.	724
CKXL	Calgary, Alta.	720
CKY	Winnipeg, Man.	724
VOCM	St. John's, Nfld.	726

Canada's Selective Radio Headquarters



The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective* Radio.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

Call on the All-Canada man wherever your campaign plans extend into the Canadian market. He'll be ready to discuss times and stations: and All-Canada also offers you selection from the world's largest library of transcribed programs.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ALBERTA

CFAC

CALGARY—1922—CBC

Freqeuncy: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number.....Renfrew 6-1036
Transmitter Location.....Midnapore, Alberta
Air Time.....5:55 a.m.-12 M.
News Service.....CPN, BUP
Transcription Service.....Thesaurus, World, Associated
Representative .....All-Canada, Weed
President.....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Production Director.....D. MacMillan
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address...Toronto General Trusts Bldg.
Phone Number 2-1161
Transmitter Location.....Midnapore, Alta.
Air Time.....6 a.m.-M.
News Service .....BUP
Transcription...Standard, Lang-Worth, Capitol
Representative .....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB
President.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm., Publ. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....CKXL, Ltd.
Address.....210 9th Ave. W.
Phone Number 63026
Representative..Cooke, Inc.; Natl. Bcstg. Sales
News Service.....BUP, PN
President.....G. Max Bell
General Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Sales Prom. Mgr.....Francis R. Turner
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....Dr. Augustine Frigon
Commercial Manager.....W. E. Powell
Supervising Engr.....R. D. Cahoon

CFRN

EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number 22101
Transmitter Location...Jasper Hway., 2 Mi. W.
News Service.....BUP, PN
Transcription Service .....Lang-Worth
Representative.....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB
Pres., Gen. Mgr.....G. R. A. Rice
Comm., Sales Prom. Mgr.....A. J. Hopps
Program Director.....George A. Duffield
Production Director.....Jerry Forbes
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number 42157
News Service .....BUP
President.....Dr. L. O. Beauchemin
Station Manager.....J. A. Gallant
Commercial Manager.....Romain LeClair
Program Director.....Leo Remillard
Chief Engineer.....Gordon L. Sadler

CJCA

EDMONTON—1922
CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number 44131
Transmitter Location .....Ellerslie
Air Time.....19 hrs.
News Service.....PN, BUP
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB, BAB
Station Manager.....Gerry Gaetz
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth
Consulting Engineer.....Keith McKinnon

CFGP
GRAND PRAIRIE—1937—CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Bus.-Studio Address.....9910—99th St.
Phone Number 611
Transmitter Location.....Clairmont Hway.
Air Time.....6 a.m.-M.
News Service .....CP
Transcription Service .....World, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. E. Thomson
General-Station Mgr.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Publicity Director.....Gene Ross
Chief Engineer.....Jim de Roaldes
Consulting Engr.....Keith McKinnon

CJOC
LETHBRIDGE—1926—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone Number 3161
Transmitter Location.....Broxburn, Alberta
Air Time.....5:30 a.m.-1 a.m.
News Service.....PN, BUP
Transcription Service.....Assoc., Thesaurus
Representative .....Weed, All-Canada
Membership .....CAB, BBM, WAB
Pres. & Gen. Mgr.....H. R. Carson
Station Manager .....W. M. Guild
Comm., Prom. Manager.....C. A. Perry
Pgm., Prod. Director.....G. A. Brown
Chief Engineer .....R. A. Reagh
Consulting Engineer .....Keith McKinnon

CHAT
MEDICINE HAT—1946—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Phone Number 2821
Representative .....Weed, All-Canada
Transcription Library .....Standard
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Promotion Manager.....Eva Biel
Chief Engineer.....Ian Carson

CKRD
RED DEER—1949
CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Central Alberta Bcstg. Co., Ltd.
Business Address .....Foster Bldg.
Air Time.....17½ hrs.
News Service .....BUP
Transcription Service .....Capitol
Representative.....Radio Reps., Young
Memberships .....CAB
Pres., Gen. Mgr.....Gordon S. Henry
Commercial Manager .....Ike Kaila
Pgm., Prod. Dir.....Ned Corrigall
Chief Engr.....A. I. Booker
Consulting Engr. .....Canadian Marconi Co.

—BRITISH COLUMBIA—

CHWK
CHILLIWACK—1927
CBC DOMINION

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number 7511-21
Transmitter Location.....Prest Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....BUP
Transcription Service .....Cole
Representative .....All-Canada, Weed
Membership.....CAB, BBM, WAB, BCAB
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel

CJDC
DAWSON CREEK—1947—CBC
TRANS-CANADA

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone Number 216
News Service.....Press News
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
President.....W. B. Michaud
General Manager.....Lewis R. Roskin
Program Director.....Michael Laverne
Chief Engineer.....William Gordon

CFJC
KAMLOOPS—1926
TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Interior Bcstrs.
Business-Studio Address.....310 St. Paul St.
Phone Number 1021
Representative .....All-Canada, Weed

Transcription Service .....World
News Service .....PN
General Manager.....Ian G. Clark
Prom., Comm. Mgr.....R. J. Innes
Chief Engineer.....G. G. Henderson

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....Box 1481
Phone Number 1331-2-3
Transmitter Location..Okanagan Mission, B. C.
News Service .....PN
Transcription Service.....World, Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....J. H. B. Browne
Chief Engineer.....J. Fred Weber

CHUB

NANAIMO—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Air Time.....6 a.m.-12 M.
News Service .....CP
Transcription Service .....World
Representative..Natl. Bcstg. Sales, Hunt, Cooke
President .....Donald Cromie
Sta., Prom., Comm. Mgr..Mrs. Mary Sutherland
Chief Engineer.....Tom Walsh

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....266 Baker St.
Phone Number 19
News Service .....PN
Representative .....Stovin, Young
Membership....BBM, CAB, WAB, BCAB, BMI
Station Mgr., Chief Engineer....A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....International Bcstg. Co., Ltd.
Business-Studio Address.....227 Columbia St.
Phone Number 3000
Transmitter Location.....Lulu Island, B. C.
News Service .....PN
Transcription.....Associated, World, Cole,
Representative.....Forjoe, Nat. Bcstg. Sales
Pres., Gen., Sta. Mgr.....William Rea, Jr.
Sales Promotion Manager.....Phil Baldwin
Pgm., Prod. Manager.....Hal Davis
Chief Engineer.....Bill Collins

CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address .....Nanaimo Ave.
Phone Number 800
Transmitter Location Addr.....Skaha Lake
Air Time.....6:30 a.m.-M.
News Service .....CP
Transcription Service .....Standard
Representative.....Radio Reps., Cooke
Membership.....BBM, CAB, BCAB, WAB
President.....Maurice P. Finnerty
Sta., Comm. Manager.....Roy G. Chapman
Chief Engineer.....Jim English

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave. N.
Phone Number 604
Air Time.....6 a.m.-12 M.
News Service .....BUP
Transcription .....Lang-Worth, Cole, Capitol
Representative .....Radio Representatives
Membership .....CAB
Station Manager.....Charles J. Rudd
Commercial Manager.....K. Hutcheson
Program-Production Dir.....T. Rannie
Chief Engineer.....H. Hollway

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....434 George St.
Phone Number 140
Transmitter Location.....So. Fort George
Air Time.....16½ hrs.
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Commercial Manager.....Charles Cawdell
Station Manager.....Jack Carbutt
Chief Engineer.....Cliff Steele

CFPR

PRINCE RUPERT—1938—CBC TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts
Owned By..Northwest Bcst. & Service Co., Ltd.
Studio Address.....336 Second Ave., Box 848
Phone Number 863
General Manager (CBC)...Dr. Augustin Frigon
Station Manager.....C. H. Insulander

CJAT

TRAIL—1932—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....AP
Representative .....Weed
Membership.....BBM, CAB, WAB, BCAB
President.....E. W. Hazlewood
Station Manager.....John W. Loader
Commercial Manager.....Donald G. Marshall
Chief Engineer.....John D. Hepburn

CBR

VANCOUVER—1936—CBC

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP, R, CP
General Manager (CBC)..Dr. Augustin Frigon
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Program Director.....Doug Nixon
Publicity Director.....W. Gilmour Clark
Chief Announcer.....Marce Munro
Senior News Editor.....Richard T. Elson
B. C. Regional Engineer.....F. B. C. Hilton

CJOR

VANCOUVER—1926
CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....R.R. 2 Nelson Rd.
News Service.....BUP, UP, PN
Transcription Service.....Thesaurus
Representative.....Stovin, Young
Membership .....CAB
Pres., Gen. Mgr.....George C. Chandler
Commercial Manager.....Don Laws
Production Director.....Dorwin Baird
Program Director.....Ross Mortimer
Publicity Director.....Miss K. V. Cronin
News Director.....Keith Cutler
Chief Engineer.....A. H. Chandler

CKMO

VANCOUVER—1925

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Roken St.
Phone Number.....MArine 1271
Transcription Service...Standard, Associated, SESAC
Representative .....Cooke
President.....Mrs. R. J. Sprott
Commercial Manager.....Dick Thompson
Managing Director.....Mrs. E. M. Willis
Chief Engineer.....R. McKenzie

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Business-Studio Address.....543 Seymour St.
Phone Number.....TAtlow 5131
News Service.....CP, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
President.....Mrs. Arthur Holstead
Vice-Pres., Gen. Mgr.....Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Dir.....Laurie Irving
Sales Promotion Mgr.....Ken Hughes
Chief Engineer.....Charles Smith

CJIB

VERNON—1947
DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave.
Phone Number 900
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Station Manager.....Howard Thompson

CJVI

VICTORIA—1940—DOMINION CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....520 View St.
Phone Number.....Garden 2014
News Service .....PN
Transcription Service .....Thesaurus
Representative .....Weed, All-Canada
President .....Tim Matson
General Manager.....M. V. Chestnut
Commercial Manager.....Lee F. Hallberg
Sales Prom. Mgr.....James S. Crawford
Program Director.....Richard T. Batey
News Director.....Bruce Lowther
Chief Engineer.....Joe Sommers

CKDA

VICTORIA—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capital Bcstg. System
Address .....Douglas Hotel
Representative.....Radio Reps., Forjoe
Gen., Sta. Mgr.....David M. Armstrong
Chief Engineer.....Norman E. Bergquist

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone Number 4532
Transcription Service.....Thesaurus, World
Representative ..Radio Representatives, Cooke
News Service .....PN
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Sales Prom. Manager.....Archie Olson
Chief Engineer.....Humphrey Davies

CFAR

FLIN FLON—1937
TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 590
News Service .....PN
General Manager.....C. H. Witney
Commercial Manager.....J. Thiele
Program Director.....T. O. Nelson
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address.....607 Langevin St.
Phone Number 204-865
News Service .....BUP
President.....Dr. Paul L'Heureux
Gen., Comm., Sta., Prom. Mgr..Roland Couture
Pgm., Prod. Dir.....Rene Dussault
Farm Ed., Chief Ann.....Maxime Desaulniers
News Director.....Norbert Prefontaine
Chief Engineer.....D. R. Thomson

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....300 Telephone Bldg.
Phone Number 922191
News Service.....BUP, PN, Reuters, CP
General Manager.....Dr. A. Frigon
Regional Representative.....J. R. Finlay
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Manager.....W. E. Powell
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
Transmitter Location.....St. Boniface
News Service.....CP, BUP
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Representative..Radio Representatives, Young
Membership .....CAB
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number.....922, 266
Transmitter Location.....St. Vital
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President .....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Sales Prom. Mgr.....F. M. Desourdy
Prog. Dir., Prod. Mgr.....J. M. Hill
Chief Engineer.....Bert Hooper

CKY

WINNIPEG—1949

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone 931, 531
Air Time.....5:50 a.m.-1 a.m.
News Service.....BUP, CP
Transcription Service..Capitol, World, SESAC
Representative.....Stovin, Cooke
Membership .....CAB
President.....Lloyd E. Moffatt
General Manager.....A. R. Mackenzie
Production Manager.....J. M. Ellis
Commercial Manager.....W. E. Collier
Publicity Director.....W. E. Savage
Chief Engineer .....Andy

NEW BRUNSWICK

CKNB
CAMPBELLTON—1939—CBC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....P. O. Drawer 226
Phone Number 8
Transmitter Location.....Maple Green
Air Time.....7:55 a.m.-12:10 a.m.
Representative .....Hardy, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Sales Prom. Mgr.....Bill Harper
Program Director.....Bob Richards
Chief Engineer.....Phil Paquet

CJEM
EDMUNDSTON—1944—CBC FRENCH

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address .....Edmundston
Phone Number 880
Transmitter Location .....Iroquois
Air Time.....7 a.m.-12 M.
Transcription Service .....World
Representative .....Stovin, Young
Pres., Gen. Mgr.....Georges Michaud
Station Manager.....Maurice Lacasse
Comm., Prom. Mgr.....Georges Guerrette
Pgm., Prod. Dir.....Maurice Lacasse
Chief Engineer.....Yvon Roy

CFNB
FREDERICTON—1923—CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Business-Studio Address.....Queen St.
Phone Number 5501
Transmitter Location.....New Maryland
Air Time.....6:30 a.m.-12:15 a.m.
News Service.....BUP, RP
Transcription Service.....Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CAB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Comm., Prom. Manager.....H. L. McFee
Pgm., Prod. Director.....J. T. H. Fenety
News Director.....Claude Cain
Chief Engineer.....Glenn D. Love
Consulting Engineer.....Cana Marconi

CKCW
MONCTON—1934 CBC DOMINION

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business-Studio Address.....K. of P. Bldg.
Phone Number 9111
Transmitter Location .....Cherryfield
Air Time.....6:30 a.m.-1 a.m.
News Service.....BUP, RP
Transcription Service .....World
Representative .....Young, Stovin
Membership .....CAB, BBM
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....T. Tonner
Program Director.....Mike Woods
Publicity Director.....H. Button
Chief Announcer.....Mike Stephens
News Director.....J. S. Irving
Chief Engineer.....James A. White
Consulting Engineer .....RCA

CKMR
NEW CASTLE—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Phone Number 690

CBA
SACKVILLE—1939 CBC TRANS-CANADA

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St.
Phone Number 3-6188
Transmitter Location .....Sackville
News Service.....PN, BUP, CP
General Manager (CBC)...Dr. Augustin Frigon
Regional Representative.....W. E. S. Briggs
Commercial Manager.....W. E. Powell
Regional Engineer.....H. M. Smith

CFBC
SAINT JOHN—1946 CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studio Address.....4 Carleton St.
Phone Number 3-2421
Transmitter Location.....Sand Cove Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....RP, BUP
Transcription Service .....Standard
Representative .....Weed, Alexander
President.....A. M. A. McLean
Station Manager.....Robert T. Bowman
Commercial Manager.....C. F. Bedford
Production Director.....D. H. Armstrong
Chief Announcer.....W. N. Anderson
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ

SAINT JOHN—1934
CBC TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg. Co., Ltd.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Transmitter Location .....Coldbrook
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated
Representative .....Stovin, Young
Membership .....CAB, BBM
Station Manager.....George A. Cromwell
Sales Promotion Manager....Herman Covey
Program Director.....Cleve G. Stillwell
Production Director.....Earl McCarron
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop
Consulting Engineer.....T. Reid Dowling

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC
TRANS-CANADA SUPP

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.. .....Corner Brook
News Service.....CP, BUP, Reuters
Representative .....CBC
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Manager (CBC).....E. A. Wier
Regional Rep.....William F. Galgay
Station Manager.....C. V. Hierlihy
D. Press & Info. Serv. (CBC)....Ron C. Fraser
Dir. Gen. Engrg.....Gordon W. Olive
News Director (CBC).....D. C. McArthur
Farm Editor (CBC).....A. R. Kemp

CBG

GANDER—1949—CBC
TRANS-CANADA

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Gander
News Service.....CP, BUP, Reuters, PN
General Manager (CBC)...Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell
Regional Rep.....William F. Galgay
Station Manager.....A. Barrett
D. Press & Inf. Serv. (CBC).....Ron C. Frazer

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Munro Bldg.
Air Time.....16½ hrs.
Phone Number 382
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell
News Director.....D. C. McArthur
Station Manager.....John J. Grace
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer.....J. J. Maloney
Consulting Engineer.....E. D. Witherstone

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time.....16½ hrs.
News Service.....CP, PN, BUP, Reuters
Representative .....CBC
General Manager (CBC)...Dr. Augustin Frigon
Commercial Mgr. (CBC).....W. E. Powell
Regional Rep.....William F. Galgay
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer.....J. A. Ouimet

CJON

ST. JOHN'S—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station CJON
President, Manager.....Geoff Stirling
Production Manager.....Dan Jamieson

VOCM

ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address .....McBride's
Phone 3148
Transcription Service.....Thesaurus, World
Membership .....CAB, BBM
Representative .....Stovin, Weed
Station Manager.....J. L. Butler
Commercial Manager.....M. Shulman
Program Director.....J. M. Murdoch
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX

ANTIGONISH—1943
DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Broadcasting Bldg.
Representative.....Young, Natl. Bcst. Sales
News Service .....PN
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Young
General Manager.....J. Clyde Nunn
Promotion Manager.....James Burroughs

CKBW

BRIDGEWATER—1947—CBC

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone Number 445
Transmitter Location .....Hebbville
News Service .....PN
Transcription Service .....Associated
Representative.....Radio Representative Ltd., Cooke
President.....C. J. Morrow
General Manager.....John F. Hirtle
Commercial Manager.....Howard E. MacLean
Sales Prom. Mgr.....Lester L. Rogers
Sta. Mgr., Pgm. Dir.....James A. MacLeod
Publicity Director.....Bruce F. Rafuse
Chief Engineer.....Douglas B. Hirtle
Consulting Engineer.....RCA Victor

CBH

HALIFAX—1944—CBC

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number 3-6188
News Service.....BUP, PN, Reuters, CP
General Manager.....Dr. Augustin Frigon
Station Manager.....S. R. Kennedy
Commercial Manager.....W. E. Powell
Martime Reg. Repre.....W. E. S. Briggs
Publicity Director.....Ron Fraser

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone Number 3-8318
Transmitter Location .....Rockingham
Air Time.....7-12:15 a.m.
News Service.....CP, BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Andrew W. Robb
General Manager.....William Coates Barrett
Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Chief Engineer.....Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number 3-7311
Transmitter Location....St. Margaret's Bay Rd.
Air Time.....24 hrs.
News Service .....PN
Transcription Service....Standard, Associated
Representative.....Mulvihill, Tapp, Young
Managing Director.....Mrs. B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Sales Manager.....C. L. Chambers
Promotion Manager.....Maurice L. Foisy
Chief Engineer.....A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone Number.....Kentville 400
Transmitter Location.....Upper Dyke
Air Time.....7 a.m.-10:15 p.m.
News Service.....UP, PN
Transcription Service .....McGregor
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir.....Bernard Butler-Grey

CBI

SYDNEY—1948—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
News Service.....BUP, Reuters, CP, PN
General Manager.....Dr. Augustin Frigon
Station Mgr.....Barry MacDonald
Commercial Manager.....W. E. Powell
Regional Representative.....W. E. S. Briggs
Publicity Director.....Ron Fraser

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc.....Power: 1000 d., 5000 Watts n.
Owned-Operated By..Cape Breton Bcstrs., Ltd.

Business-Studio Address.....Radio Bldg.
Phone Number 5596-7
Transmitter Location.....So. Bar, Cape Breton
Air Time.....7 a.m.-12M.
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Station Manager.....C. J. McDougall
Commercial Manager.....R. M. Burchell
Chief Engineer.....A. E. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Phone Number 491
Transmitter Location .....Onslow
Air Time.....7 a.m.-11 p.m.
News Service.....BUP, Radio Press
Transcription Service .....Associated
Representative .....Omer Renaud
Membership .....CAB, BBM
President, General Mgr.....J. Arthur Manning
Sta., Comm. Manager.....Alex Thomson
Chief Engineer.....Sidney Bernasconi
Consulting Engineer.....No. Electric Co., Ltd.

CFAB

WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Phone Number 400
Transmitter Location .....Falmouth
Air Time.....7 a.m.-10:15 p.m.
News Service .....PN
Transcription Service .....McGregor
Representative .....Alexander
Membership .....CAB, BBM
President, Chief Engr.....Avard M. Bishop
General Manager.....J. A. C. Lewis
Comm., Prom. Mgr., Publ. Dir.....Bernard Butler-Grey
Program Director.....Willard A. Bishop

CJLS

YARMOUTH—1934—CBC DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 Main St.
Phone Number 500
Transmitter Location..Brooklyn, Yarmouth Co.
Air Time.....7:45 a.m.-12:10 a.m.
News Service .....CP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....BBM
Pres., Gen., Sta., Comm. Mgr...Donald L. Smith
Program Director.....Denny J. Comeau
Publicity Director.....William Singer
Chief Announcer.....Gene Alton
Chief Engineer.....Donald L. Smith

ONTARIO

CKBB

BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address.....26 Elizabeth St.
Phone Number 5585
Representative .....Young, Mulvihill
News Service .....PN
Pres., Gen. Mgr.....Ralph T. Snelgrove
Program Director.....Richard Mungham
Chief Engineer.....Jack Mattenley
Sta. Mgr., News Dir.....H. J. Snelgrove

CJBQ

BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number 3200
Transmitter Location.....Foxboro Hway.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....CP
Transcription Service.....World, Thesaurus
Representative .....Stovin, Young
Membership .....CAB, BBM
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Production Director.....Scott Hannah
Publicity Director.....Don Rose
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.
Phone Number 3-2664
Transcription Service .....World
News Service .....BUP
Representative.....J. L. Alexander
Pres., Gen. Mgr.....Mrs. E. M. Buchanan
Commercial Manager.....Hugh Bremner

Farm Director.....Michael Warren
News Director.....Frank Kovacs
Chief Engineer.....Jack Church

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....King St. West
Phone Number 4628
Transmitter Location.....Perth Road
Air Time.....7 a.m.-11:30 p.m.
News Service .....BUP
Representative .....Stovin, Young
Membership .....CAB, BBM
Owner, Gen.-Sta.-Comm. Mgr...Jack R. Radford
Program Director.....Al Hunter
Prod., Publ. Manager.....Tom Statham
Chief Engineer.....John G. Brasford

CFCO

CHATHAM—1926—CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business ddress.....42 King St. W.
Phone Number 2626
News Service .....BUP
Transcription Service.....Cole, Capitol
Pres., Gen. Manager.....John Beardall
Commercial Manager.....Peter Kirkey
Program Director.....Lee Sheltus
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 4800-01
Transmitter Location.....Toll Gate Rd.
Air Time.....6:45 a.m.-11:45 p.m.
News Service .....CP
Transcription Service .....Thesaurus
Representative .....Stovin, McGillvra
Membership .....CAB, BBM
President .....Howard Fleming
General Manager.....Phil Robertson
Station Manager.....Fred H. Pemberton
Production Director.....Carl Fisher
Publicity Director.....Alma Larocque
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned By.....Radio Station CKFI
Business-Studio Address.....Fort Francis
Phone Number.....Ft. Frances 200
Transmitter Location.....King's Hway.
Air Time.....6:55 a.m.-11 p.m.
News Service .....PN
Transcription Service .....Keystone
Representative.....Alexander, Bcst. Reps. Ltd.
Pres., Publ., News Dir.....J. G. McLaren
Sta. Comm., Gen. Mgr.....W. H. McLellan
Chief Engineer.....Dick Endseth
Consulting Engineer... .....McKinnon

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address.....414½ Victoria Ave.
Phone Number 33477
Transmitter Location.....Memorial Ave., Port Arthur
Air Time.....7 a.m.-11:45 p.m.
News Service .....CP
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada
Membership .....BBM, CAB
Pres., Gen. Mgr.....H. F. Dougall
Commercial Manager.....George Jeffrey
Program Director.....J. P. Friesen
Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number 555
Transmitter Location .....R.R. 7
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....PN
Transcription Service..Lang-Worth, Associated
Representative .....Radio Reps., Cooke
Pres., Gen. Sta. Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Don LeBlanc
Chief Engineer.....D. A. Page
Consulting Engineer .....McCurdy

CHML

HAMILTON—1926
CBC DOMINION SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone Number 9-2411
Transmitter Location .....Vinemount
Air Time.....5:25 a.m.-2 a.m.
News Service .....PN
Representative.....Natl. Bcst. Sales, Young
Transcription Service....Standard, Associated
Membership .....BBM
President.....Kenneth D. Soble
General Manager.....Tom Darling

Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....Daryl Wells
Chief Engineers.....Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922
CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg. Co., Ltd.
Bus.-Studio ddress.....32 John St.
Phone Number 7-4483
Transmitter Location .....Elfrida
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Sales, Prom. Mgr.....W. H. Edge
Chief Engineer.....Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....C. W. Johnson
Address .....Johnson Block
Phone Number 6212
Transmitter Location.....Jaffray Township
Air Time.....17 hrs.
News Service .....CP
Transcription Service .....Thesaurus
Representative .....Stovin, Cooke
Membership.....CAB, BBM, WAB
President.....C. W. Johnson
Sta., Prom., Comm. Mgr.....G. A. McLean
Program Director.....T. E. Lavers
Chief Engineer.....J. Edwards

CKWS

KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address .....King St.
Phone Number 4405
Transmitter Location.....Wolfe Island
Air Time.....16 hrs.
News Service .....PN
Transcription Service.....Lang-Worth, World
Representative.....Natl. Bcst. Sales
Membership .....CAB
President.....Senator W. R. Davies
General Manager.....Jack Davidson
Station Manager.....Roy W. Hofstetter
Commercial Manager.....El Jones
Chief Announcer.....W. Luxton
Chief Engineer.....Burt Cobb

CJKL

KIRKLAND LAKE—1934—CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roy H. Thompson
Address .....Govt. Rd.
Phone Number 27
News Service .....PN
Transcription Service...Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Roy H. Thomson
General Manager.....J. M. Davidson
Station Manager.....D. R. Lawrie
Commercial Manager.....Doug Scanlan
Program Director.....Don Nairn
News Director.....Al Brooks
Chief Engineer.....Les Oliver

CKCR

KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Phone Number 3-3628
Transmitter Location.....R.R. 3
Air Time.....17 hrs.
News Service .....PN
Transcription Service .....Associated
Representative .....Renaud, Young
Pres., Gen., Sta. Mgr.....G. Liddle
Publ. Dir., Comm. Mgr.....James C. Mitchell
Program Director.....Don Martz
Chief Engineer.....Bill Marchand

CFPL

LONDON—1922—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number 4-2121
Transmitter Location.....R.R. 1
Air Time.....6:05 a.m.-12:05 a.m.
News Service .....PN
Transcription .....Standard, Lang-Worth
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President.....Walter J. Blackburn
General Manager.....Murray T. Brown
Commercial Manager.....Keith Chase
Sales Promotion Manager..Douglas C. Trowell
Program Director.....Robert A. Reinhart
Production Director.....Jack N. Illman
Chief Engineer.....Glen A. Robitaille

CHVC

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....Rainbow Bridge

Phone Number.....Niagara Falls, Ont. 4110
Transmitter Location....Queen Elizabeth Way
Air Time.....7:30 a.m.-11:15 p.m.
News Service .....BUP
Transcription Service .....Thesaurus
Representative .....Cooke, Alexander
President.....B. Howard Bedford
Commercial Manager.....R. H. Hamilton
Chief Announcer.....Skip Letcher
Production Director.....Arthur W. Blakely
Chief Engineer.....O. O. Bingleman

CFCH

NORTH BAY—1931—CBC TRANS-CANADA

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address .....Fraser St.
Phone Number 2400
News Service .....PN
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Keith Packer
Commercial Manager.....G. Burnett
Program Director.....Phil Clayton
Chief Engineer.....Jack Barnaby

CFOR

ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address ..101 Mississaga St., E.
Phone Number 3511
Transmitter Location .....Atherly
News Service .....BUP
Representative .....Stovin
Membership .....CAB
President, General Mgr.....Gordon E. Smith
Program Director.....James McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB

OSHAWA—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number 3-3415
Air Time.....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Alexander, McGillvra
Pres., Gen. Mgr.....Alfred H. Collins
Pgm., Prod. Director.....L. Solway
Chief Engineer.....D. Ockenden
Comm., Prom. Manager.....Gordon C. Wilson

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Transmitter Location .....Hawthorne
Station Manager.....Charles P. Wright
Chief Engineer.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Catherine St.
Phone Number 3-6241
Transcription Service...Standard, Lang-Worth, Cole, Capitol
Representative .....All-Canada, Weed
President, General Mgr.....Frank Ryan
Commercial Manager.....George M. Gowling

CKOY

OTTAWA—1949—CBC DOMINION

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St., W.
Phone Number 2-2641
News Service..... .....BUP, AP
Transcription Service.....Capitol, Thesaurus
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....Don V. Carr
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Chief Engineer.....Jack Pond
Consulting Engineer .....McKinnon

CFOS

OWEN SOUND—1940 CBC DOMINION SUPP

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Address..... .....270 9th St. E.
Phone Number 1940
Transmitter Location.....R. R. No. 4
Air Time.....7 a.m.-11:15 p.m.
News Service .....PN
Transcription Service .....World
Representative .....Stovin, Young
President .....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager.....D. Ferry
Sales Prom. Mgr..... ...R. Tomlinson
Pgm., Music Dir.....E. Smith
Production Director.....William Fulton
Publicity Director.....J. McAsh
Chief Engineer.....R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address.....197 Albert St.
Phone Number 1350
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin, Young
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutshke
Comm., Prom. Manager....Ramsay F. Garrow
Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Hunter & Water Sts.
Phone Number 2-0451
Air Time.....6 a.m.-12 M.
News Service .....PN
Transcription Service...Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....W. R. Davies
Vice President.....Roy H. Thomson
General Manager.....J. Davidson
Commercial Manager.....G. Grady
Program Director.....Doug Burrows
Chief Engineer.....A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number.....5-7651
Air Time .....Unlimited
Transcription Service .....Standard
Representative....Broadcast Representatives, Alexander, Weed
Sta., Gen. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Al Davidson

CKTB

ST. CATHARINES—1933
CBC DOMINION SUPP

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number 5-7351
Air Time.....5:45 a.m.-12:10 a.m.
News Service .....PN-CP
Transcription Service .....Thesaurus
Representative.....Radio Time Sales, J. H. McGillvra, P. Mulvihill
Membership.....CAB, BBM, CCBA
President.....W. B. C. Burgayne
Commercial Manager.....V. A. Lococo
Sta., Prom. Mgr., Pgm. Dir.....W. C. Wingrove
Production Manager.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Business-Studio Address.....133 Curtis St.
Phone Number 3696
Air Time.....6 a.m.-12 M.
News Service.....CP, PN
Transcription Service.Lang-Worth, Associated
Representative .....Radio Reps.
President .....Clarence Nichols
Pgm., Prod. Dir.....L. C. Evans
Gen., Sta. Mgr.....J. C. Warder
Chief Engineer.....William Onn

CHOK

SARNIA—1946
CBC TRANS-CANADA SUPP

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number.....Digby 1121
Air Time .....Unlimited
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke, Mulvihill
President.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Sales Promotion Manager...Mrs. Ev. Wallace
Program Director.....Frank P. Stalley
Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. G. Hyland
Address.....P. O. Box 218
Phone Number.....Algoma 31121
News Service .....PN
Transcription Service .....World
Representative.....J. L. Alexander, McGillvra
Pres., Gen. Mgr.....J. G. Hyland
Commercial Manager.....E. Vance
Chief Engineer.....D. N. Irwin

CJCS

STRATFORD—1927—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....125 Ontario St.
Phone Number 1675
News Service .....BUP
Transcription Service .....World

Representative.....All Canada, Weed
Sta., Gen. Manager.....Frank M. Squires
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number 6-6416
Transmitter Location.....Burwash Rd.
Air Time.....6:30 a.m.-1 a.m.
News Service .....PN
Transcription Service .....Associated
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Pgm., Prod. Director.....Wilf Davidson
Chief Engineer.....Wallace Roberts

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number 77-505
Transmitter Location.....7 Mi. from Sudbury at McFarlane Lake
Air Time.....6:30 a.m.-1:10 a.m.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
President.....G. M. Miller, K.C.
General Manager.....W. J. Woodill
Commercial Manager.....K. Dobson
Chief Engineer.....J. McRae

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thompson Bldg.
Phone Nrmber 1-500
Transmitter Location.....Mountjoy Township
Air Time.....7 a.m.-12:10 a.m.
News Service .....PN
Transcription Service....Lang-Worth, Standard
Representative.....Natl. Bcst. Sales, Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....Douglas Manning
Program Director.....Jesse French
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Mldwar 5481
Transmitter Location .....Hornby
News Service.....BUP, Reuters, PN, CP, AP
Representative .....CBC
General Manager.....Dr. Augustin Frigon
Commercial Manager (CBC).....W. E. Powell
Chief Engineer.....J. A. Ouimet

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....Princess 5711
Air Time.....5:45 a.m.-1:05 a.m.
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative .....Young, All-Canada
Pres., Gen. Mgr.....Harry Sedgwick
Station Manager.....Lloyd Moore
Promotion Manager.....Ken Marsden
Commercial Manager.....Waldo Holden
News, Pgm. Dir.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood
Farm Editor.....Rex Frost

(*See Page* 712)

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....EM 4-4271
Transmitter Location.....Lawrence Ave. East
Air Time .....Sunrise-sunset
News Service .....BUP
Transcription Service.....Lang-Worth, Capitol
Representative .....McGillvra, Alexander
President.....John H. Q. Part
General-Comm. Mgr.....Robert L. Lee
Pgm., Prod. Dir.....Leigh Stubbs
Publicity Director.....Phil Stone
Chief Engineer.....Aurele Boisvert

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Mldway 5481
News Service.....CP, BUP, Reuters, PN
General Manager (CBC)...Dr. Augustin Frigon
Program Director.....H. G. Walker
Commercial Manager.....W. E. Powell
Chief Engineer.....J. A. Ouimet

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location .....Scarboro
Air Time..... .....24 hrs. daily
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....Natl. Bcst. Sales, Cooke
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Jack Ross
Chief Engineer.....Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Foster Hewitt
Address.....1 Greenville St.
President .....Foster Hewitt
Station Manager.....Howard C. Caine
Commercial Manager.....W. L. Smith
Sales Promotion Manager....Frank Somerville
Program Director.....D. Robert Pugh
Chief Engineer.....William D. McGregor

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
News Library.....CP, BUP, R, PN
General Mgr. (CBC).....Dr. Augustin Frigon
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Station Manager.....M. L. Poole
Chief Engineer.....J. A. Ouimet

CKLW

WINDSOR CBC TRANS-CANADA DOMINION SUPP

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926 DOMINION SUPP

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number 158
Transmitter Location .....Belgrave
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....BUP
Transcription Service.....Lang-Worth, World, Standard, Cole
Representative .....Alexander, Young
President, General Mgr.....W. T. Cruickshank
Station Manager.....J. J. Cruikshank
Promotion Manager.....V. Dittmer
Program Director.....J. F. Brent
Chief Announcer.....Tom Rafferty
Publicity Director.....R. Clark
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number 2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd., Township of W. Oxford
Air Time .....Unlimited
News Service .....BUP
Transcription Service.....World, Lang-Worth
Representative .....Omer Renaud
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....G. Lewis
Pgm. Dir., Prod. Mgr.....W. Whiting
Chief Engineer.....T. Little

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924 CBC DOMINION-MARITIME

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number 741
Transmitter Location.....North River
Air Time..... 7 a.m.-12:10 a.m.
News Service .....PN
Transcription Service .....Associated
Representative .....All-Canada, Weed
Membership .....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....C. E. Cooper
Traffic Supervisor.....W. A. MacMillan
Technical Spvr.....A. L. Finley

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number 2201-2
Transmitter Location.....Read's Corner, 2 Mi. E. of Summerside
Air Time.....6 a.m.-12 M.
News Service .....BUP
Transcription Service .....World
Representative .....Radio Reps.
Membership .....CAB, BBM
President.....J. K. Curran
Gen., Comm. Mgr.....F. A. Bestall
Chief Announcer..... ..Albert Nicholson
Program Director.....Ned Conlon
Consulting Engineer.....John Harris

QUEBEC

CHAD

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address .....Rouyn

CBJ

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....286a Racine St.
Phone Number 155
News Service.....CP, BUP, R, PN
Representative .....CBC
General Manager.....Dr. Augustin Frigon
Station Manager.....V. Fortin
Commercial Manager.....M. Valiquette
Director .....Marcel Ouimet
Prom. Manager.....J. Saint-Georges
Chief Engineer.....J. A. Ouimet

CHEF

GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....7 Johnson St.
Phone Numbers 353

CKCH

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Syndicats d'Oeuvres Sociales Ltée.
Business Studio Address...121 Notre-Dame St.
Phone Number 77-2771
Transmitter Location .....Deschenes
Air Time ....Unlimited
News Service .....BUP
Representative .....Renaud, McGillvra
Membership .....CAB, BBM
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....George Huard
Chief Ann., Pgm. Dir.....Henri Bergeron
Chief Engineer.....Max Gebhardt
Consulting Engineer...Canadian Marconi, Ltd.

CKRS

JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number 720
News Service .....BUP
Transcription Service ....World
Representative..Trans-Quebec, Hardy, Young
President.....Henry Lepage
Sta., Comm. Manager.....Tom Burham
Pgm. Dir., Prom. Mgr.....Paul Bouchard
Chief Engineer.....Paul Fortier

CKLS

LA SARRE—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio La Sarre, Inc.
Representative .....Renaud
Station Manager.....Jean Senecal

CKBL

MATANE—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..La Cie de Radiodiffusion de Matane Ltee
Address..... .....144 Ave. St. Jerome
Phone Number 355
Transmitter Location .....Poncheville
Air Time.....7 a.m.-12M.
News Service .....BUP
Transcription Service .....Associated
Representative.....Jos. A. Hardy & Co., Ltd.
Membership .....BBM, BMI, CAB
Pres., Gen., Sta. Mgr.....Rene Lapointe
Comm., Prom. Manager.....Octave Lapointe
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Louis-Philippe Gosselin

CBF

MONTREAL—1936

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg., 1425 Dorchester St., W.
Phone Number.....UN 6-2571

Transmitter Location .....Vercheres
Air Time.....7 a.m.-M.
News Service..... ..BUP, CP, AFP
Membership .....BBM
President.....A. D. Dunton
Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Pgm. Dir., Sta. Mgr.....Marcel Ouimet
Sales Representative..... J. R. Peloquin
Prod. Director.....Roger Daveluy
Publicity Director.....J. Saint-Georges
Chief Engineer.....H. Audet

CBM

MONTREAL—1937—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.
Phone Number.....University 62571
News Service.....CP, BUP, R, PN
Representative ....CBC
Gen. Mgr. (CBC).....Dr. Augustin Frigon
Commercial Manager.....W. E. Powell
Chief Engineer.....J. A. Ouimet
Dir., Press & Info. Ser. (CBC)....Ron C. Fraser

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 2575
Transmitter Location.....St. Genevieve
Air Time.....6 a.m.-12:20 a.m.
News Service .....BUP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....J. Allan Hammond
Commercial Manager.....T. J. Quigley
Publicity Director.....Sheldon O'Connell
Production Director.....J. Howlett
Chief Engineer.....John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper.By.. La Patrie Publishing Co. Ltd.
Address.....Sun Life Bldg.
Phone Number.....Unniversity 6-6611
Transmitter Location .....Laprairie
Air Time.....17 hrs.
News Service .....BUP
Transcription Service .....Associated
Representative...Alexander, McGillvra, Hunt
Pres., Gen. Mgr. .....Sen. P. R. DuTremblay
Sales, Sta., Comm. Mgr.....Flavius M. Daniel
Chief Ann., Prod. Dir.....Pierre Gavreau
Program Director.....Marcel Marineau
Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....University 6-6821
Transmitter Location .....MacKayville
Air Time.....6:05 a.m.-12:05 a.m.
News Service.....PN, BUP, CN
Transcription Service .....Lang-Worth, World, Associated, Thesaurus, Capitol
Representative.....Young, Radio Time Sales
Membership .....CAB, BBM
Pres., Gen., Sta. Mgr.....J. Art. Dupont
Commercial Manager.....R. L. Laurion
Program Supervisor.....C. W. McGibbon
Chief Announcer.....H. T. McCurdy
News Director.....Hamilton Grant
Chief Engineer.....Maurice Rousseau

CKAC

MONTREAL—1922—CBS
TRANS-QUEBEC

Frequency: 730 Kc.....Power: 10,000 Watts n. 5000 d.
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Phone Number.....UNiversity 6-7301
Studio Address.....980 Stes. Catherine St., W.
Transmitter Location.....St. Hyacinthe
Air Time.....19 hrs.
News Service.....BUP, PN, CP, FP
Transcription Service..Associated, Lang-Worth
Representative .....Young, Renaud
President.....Hon. Sen. P. R. Du Tremblay
Gen., Sta. Manager.....Phil Lalonde
Commercial Manager.....Georges Bourassa
Prom. Mgr., Publ. Dir.....Paul Gelinas
Program Director.....Ferdinand Biondi
Chief Announcer.....Louis Belanger
News Director.....Gabriel LaSalle
Chief Engineer.....Leonard Spencer

CKVL

VERDUN—1946

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Studio Address.....211 Gordon Ave.
Phone Number.....Trenmore 2525
Transmitter Location.....Laprairie, Que.
Air Time.....24 hrs.
Representative...Cooke, Radio & TV Sales Inc.
President .....Jack Tietolman
Gen., Sta. Manager.....Corey Thomson
Commercial Manager.....Judah Tietolman
Production Director.Omer Duranceau (French), Hal Stubbs (English)

Program Director.....Marcel Provost
Publicity Director.....Cory Thomson
Chief Announcer.... .....Jean Boulu
Musical Director.....Billy Munro
Chief Engineer.....J. C. Charlebois

CHNC

NEW CARLISLE—1933—CBC TRANS-QUEBEC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number 64
Representative .....Hardy, Young
Membership .....BUP
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Commercial Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number 5-8155
Transmitter Location .....Charlesbourg
Air Time.....7:30 a.m.-M.
Station Manager.....Guy Dumais
Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. Jean
Phone Number 2-8177
Transmitter Location.....St. Romuald
Air Time.....8 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Young
Membership .....CAB, BBM
President .....Herve Baribeau
General Station Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Chief Engineer.....Arsene Nadeau

CJNT

QUEBEC CITY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number 5-6119
Transmitter Location.....405 Hamel Blvd.

CKCV

QUEBEC CITY—1926 CBC DOMINION SUPP

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Air Time.....6:30 a.m.-1 a.m.
News Service .....PN
Transcription Service.....World, McGregor
Representative .....Renaud, Weed
Membership .....CAB
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Promotion Manager..Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Normand Maltais
Chief Engineer.....Albert DuBerger
Consulting Engineer.....Keith MacKinnon

CJBR

RIMOUSKI—1937 CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....1 St. John St.
Phone Number 2217
News Service .....PN
Transcription Service.....McGregor, Standard
News Service .....PN
Representative .....Stovin, Young
President.....Hon. J. A. Brillant
Gen., Sta. Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Program Director.....Guy Ross
Chief Engineer.....Cecil Daok
Consulting Engineer.....Marcel Valée

CJFP

RIVIERE-DU-LOUP—1947

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone Number 2727
Transmitter Location.....La Pointe
Air Time.....7 a.m.-12M.
Representative .....Young, Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Pgm. Dir., Chief Annor.....Raoul Savard
Production Director.....Rene Viel
Chief Engineer.....Raymond Lavoie
Consulting Engineer.....Rene Viel

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
News Service .....BUP
Representative .....Renaud
President .....Georges Gagnon
General Manager.....L. Morin
Chief Engineer.....Fernand Levesque

CKRN

ROUYN—1939—CBC FRENCH SUPP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
Transmitter Location .....Rouyn
News Service .....UN
Transcription Service.....Associated, World
Representative .....CBC, Renaud
President, General Manager...David A. Gourd
Chief Engineer.....Jean Senecal

CHGB

STE. ANNE DE LA POCATIERE—1938

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address .....Main St.
Phone Number 101

CKSM

SHAWINIGAN FALLS—1951—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
Phone Number 4494
Transcription Service .....Thesaurus
News Service .....BUP
Representative .....Cooke, Renaud
Gen., Comm., Prom. Mgr.....Allen Rogerson
Program Director.....Gaston Tessier
News Director.....Phil Fisette
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune, Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number 3-2525
Transmitter Location.....2 miles from city
Air Time.....6 a.m.-M.
Transcription Service..World, UTS, Thesaurus
News Service .....CP
Representative .....Young, Hardy
Membership .....BBM
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Commercial Manager.....J. L. Gauthier
Program Director.....Ren Caron
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946
CBC DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Telegram Ptg. & Pub. Co., Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number 2071
Transcription Service.....Thesaurus, World
Representative.....CBC, Hardy, Young
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Prom. Mgr., Pgm. Dir.....J. L. Gauthier
Commercial Manager.....Gordon Beerworth

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 Rue Du Roi
Phone Number 3318
Trans. Location....Montreal-Sorel Nat'l Hway.
Air Time.....7 a.m.-11 p.m.
News Service .....BUP
Representative.....Radio & TV Sales
Pres., Elec. Engr.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Production Director.....Lorenzo Brouillard
Chief Announcer.....Marcel Villemaire
Chief Technician.....Joseph Cardin

CHLN

THREERIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Le Nouvelliste, Ltée.
Bus.-Studio Address....Chateau de Blois Hotel
Phone Number 4500

CKVD

VAL D'OR—1939

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Address.....437 St. James St.
President.....David A. Gourd

SASKATCHEWAN

CHAB

MOOSE JAW—1926
CBC DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Phone Number 6464
Transmitter Location .....Boharm
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Representative .....Stovin, Weed
Membership .....CAB
President.....J. E. Slaight
General Manager.....J. S. Boyling
Commercial Manager.....N. Skingle
Chief Engineer.....M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Business Address.....Box 484
Phone Number 2373
Transmitter Location.....N. Battleford
Air Time.....7 a.m.-12 M.
News Service .....BUP
Transcription Service .....Associated
Representative .....Stovin
Membership.....CAB, WAB, BBM
General, Station Manager.Hume A. Lethbridge
Commercial Manager.....Allen H. Klassen

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Bldg.
Phone Number 2621
Transmitter Location...7 Mi. S. of Prince Albert
Air Time.....19 hrs.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prost
Chief Engineer.....Tom Van Nes

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Leader-Post, Ltd.
Bus.-Studio Address.....1853 Hamilton St.
Phone Number 8525
Transmitter Location .....Rowatt
Air Time.....6 a.m.-12 M.
News Service.....BUP, PN
Transcription Service .....World
Representative .....All-Canada, Weed
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Chief Engineer.....E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper By .....Western Communications, Ltd.
Bus.-Studio Address.....Fidelity Life Bldg.
Phone Number 7631
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service.....CP, BUP
Transcription Service .....Lang-Worth
Representative.....Radio Reps., Young
Membership .....CAB, BBM
Station Manager.....N. Botterill
Commercial Manager.....Don Oaks
Chief Engineer.....William MacDonald

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number 7917
Representative.....Radio Reps., Young
President.....A. A. Murphy
General Manager.....Vernon Dallin
Commercial Manager.....Blair Nelson
Chief Engineer.....Lyn Hoskins

CBK

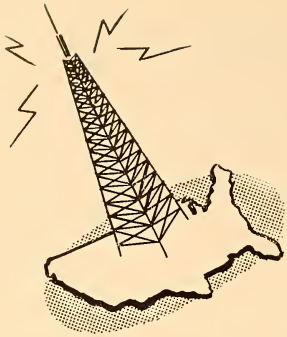
WATROUS—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio....300 Manitoba Telephone Bldg.
News Service.....PN, BUP, CP, R
General Manager (CBC)...Dr. Augustin Frigon
Station Manager.....J. N. Mogridge
Commercial Manager (CBC.....W. E. Powell
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CJGX

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number 258
Transmitter Location .....Yorkton
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....CP
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
Membership .....CAB
President .....Dawson Richardson
General Manager.....Arthur Mills
Station Manager.....J. M. Shortreed
Chief Engineer.....Dave Glass



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By OTTO A. HARBACH
President

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By M. E. TOMPKINS
President and Secretary

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BROADCAST MUSIC, INC.

By CARL HAVERLIN
President

☆

THE past year was undoubtedly one of the most fruitful in BMI's 12 years of existence. In the realm of popular music, its record was and is fairly amazing. One the heles of the biggest hit in a quarter of a century in point of sales of sheet music, phonograph records and performances, BMI-licensed popular songs further contributed and have been the backbone of "Your Hit Parade" for many, many months. Last fall it was songs No. 1, 2 and 3 in a row in terms of nationwide popularity. Currently it is songs No. 1 to 5 in that order, five out of seven—a great achievement for any organization. But this is not BMI's *raison de etre* much less its sole objective in life. These hits have been taken in stride and are to some extent co-incidental—to major obligations.

BMI continues to consolidate its position on all fronts, at home and abroad. During the past year, it has held 35 Program Clinics in various states and Canada, mainly in cooperation with the State Associations of Broadcasters. For this year 43 such Program Clinics have been set from Coast-to-Coast, all within a short period, plus a one-week seminar at the University of Denver in mid-summer.

The Young Composers Radio Awards, a joint project of BMI and the Committee of Presidents of State Broadcasters Associations, is well under way throughout the country.

More Concert Music Use by Broadcasters is another BMI sponsored project which is bearing fruit on more than 1000 stations. BMI has also been instrumental in making available at cost the Benny Goodman Music Festival, a concert music commentary and program series.

Teen-Ager Book Reviews, a series gratis to broadcasters launched recently is a must on hundreds of stations, programmed in cooperation with local civic organizations and public libraries.

Thus from Canada to Puerto Rico, BMI has not spared its efforts to serve the broadcaster in every conceivable manner. For the coming year, BMI again dedicates itself to such service.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station service; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nicol, controller.

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Rujanart Music Publications
Rumbalero Music, Inc.
Rush Music Co.
Russell, Willard
Russian-American Music Publishers, Inc.
S. A. Melodi
S. B. G. Music Publishers
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Co.
Sanders, Zeb V.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Saxonette Music Company
Scala Music Publishers
Schael, August, Company
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Scholl Publishing Company
Schumann Music Company
Scripter's
Seattle Music Publishing Co.
Siedel, Emil, Music Pub'g Co.
Sentinel Music Publications
Serac Publishing Co.
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Shealy Music Pub. Co., Inc.
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Shermack Company
Shields Music Corporation
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Singmore Music Publishers
Skrivanek Music
Skylark Songs
Skyline Music Publishers
Slate Enterprises, Inc.
Smart Songs Publishing Co.
Smith, Bob
Smith, Jerry, Publications

Smith Publications
Snell, Ethel, Publishing Co.
Snyder, Fenton Publications
Sobeck, Rosina
Society of Jewish Composers, Publishers and Songwriters
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Sommers, Henry J.
Songette Publishing Co.
Song-Ranch Publications
Song Shop, The ,
Song-Tex Music Company
Song Writers' Cooperative, Inc.
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Sophisticate Music, Inc.
Sorority Fraternity Record Co.
Spanish Music Center
Spartan Music Publishers
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
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Standard Publications
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Stern, Jos. W., & Co., (E. B. Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
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Syndicate Music Publishers, Inc.
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Thomas Cole Publishing Co.
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Tiffany Music Company
Tiffany Productions, Inc.
Timberland Publishing Co.
Time Music Company
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Tingor Music, Inc.
Tinker, Bill
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Tomerlin, Lysle
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Tourjee, Leo Eben
Tracy Music Company, Inc.
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Trinity Music Co., Inc.
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Worldwide Music Publishers
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Wrightman, Neale Publishers
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NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

SESAC, INC.

By PAUL HEINECKE
President

CONDITIONS in our industry change but the substance of life remains the same. As long as there are people, there will be music lovers, eager to receive the bounty of melody flowing from the present and past. SESAC and its busy affiliates continue serving them, the largest unchanging audience on earth, people of all ages and tastes. Our repertory is now replete with the works contained in over 230 fundamental publisher's catalogs. In the past year, we have welcomed to our roster 24 of these, listing some of the important works of Stravinsky, Milhaud, Dello Joio, Poulenc, Thomson, Arnell, Busch, and many other first-ranking modern composers. A SESAC Performance License gives music users everywhere simple and economical access to one of the basic parts of this country's musical output.

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Deiro, Pietro (See Accordion Music Publishing Co.)
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Di Bella, O., Music Co., New York
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Edition "Jastrzab"
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Editions Pro Arte (See "P.W.P.")
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Dean & Evridge
Dean & Franklin
Dean & Hensley
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Trio Music Co.
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Hymntime Publishers, Box 44, Fort Worth, Texas
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Keyboard Publishing Co. (See Century Music Publishing Co.)
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King Music Publishing Corp., New York
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Krone, Max & Beatrice (See Kjos Music Co.)
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Littig, Frank Music Publishing Co. (See Chart Music Publishing House, Inc.)

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Polonia Publishing Co. (See Zalewski, B. J.)
Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
Popular Music Publications (See National Music Company, Inc.)
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Pro Arte (See Editions Pro Arte)
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RADIO EXECUTIVES CLUB—1951-52

By I. E. SHOWERMAN, President, Radio Executives Club of New York

BACK in 1940, its 20th Anniversary on the air, Westinghouse Radio Station KDKA built a new tower just outside Pittsburgh. By way of celebrating the anniversary and promoting its new facilities, Westinghouse invited a group of agency and advertiser representatives from the East and Middle West to visit Pittsburgh as the guests of KDKA. A hundred or so of these people closed their desks and went to Pittsburgh.

Showerman

The trip was pleasant and the Westinghouse hospitality traditionally high. The best evidence of this was the fact that the visitors from New York took steps later to recognize and continue their common interests in a series of luncheon meetings under the remarkable appellation of "Broadcasters' Bull Sessions."

Thus was started a group shortly to be known as the Radio Executives Club of New York. Perhaps the group might still function under the original name or one as descriptive had it not been for the offended sense of delicacy of the nominee for the presidency a year or so later. He agreed to run provided the club's name be changed. At that moment, the Radio Executive Clubs of New York came into being.

The club's by-laws adopted at that time are: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the Club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to Club members."

By-law No. 2, above, provides for the creation of a lasting fraternity of persons engaged in radio broadcasting and its allied fields. This, by lack of preclusion, more or less adequately provides eligibility of men and women with varying degrees of interest in television. The club's roster includes many with such interests. Indeed there has been expressed a considerable interest in a change in the name of the club better to represent its membership. It is possible that the change may be effected this year.

The Radio Executives Club has two major classifications of members—those whose operations are located in the New York area and those located in other cities. The majority of the latter group are associated with radio stations, networks, and advertising agencies.

The local group represents a good section of the broadcast industry. Approximately 25 per cent of this membership comes from the networks, largely sales, program, and administrative. The second largest group in the local membership comes from advertising agencies and represents about 17 per cent of the total membership. Station representative organizations furnish about 12 per cent, local New York stations 10 per cent, and program and talent another 10 per cent. The remaining membership comes from equipment manufacturers, trade publications, trade associations, research organizations, etc.

From the start, the Radio Executives Club's luncheon meetings have served as a forum for its members and guests. These bi-weekly luncheon meetings have presented speakers from several fields, the vast majority of them from broadcasting.

Infrequently, national and international figures have been the club's guests and attendance has been high. However, important as they were, their appearances were not in keeping with the original purpose of the club. A recent survey demonstrated that members of the club preferred speakers on subjects more directly allied with broadcasting. The plans for the rest of the 1950-1951 season, therefore, include speakers whose interests are essentially the members' interests.

The present season has brought two anniversaries of note—the 25th Anniversary of NBC and the 50th Anniversary of transoceanic wireless. The first was observed in the meeting of November 15th and brought the season's largest turnout.

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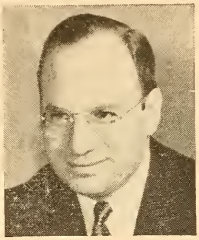
IT'S THE SHOWMANSHIP THAT COUNTS

By FREDERIC W. ZIV, President, Frederic W. Ziv Company

THE transcribed "open end" radio business is no different, in one major aspect, than "live" radio: It's the showmanship that counts.

Today the entire transcribed picture is totally different than it was five years ago. Transcription techniques have advanced to the point where it is no longer possible for even trained ears to distinguish whether the program is "live" or on wax. Thus, we have recently seen many articles in the various trade publications urging the FCC to do away with the necessity of identifying a program as "transcribed."



Frederic W. Ziv

●

I believe that the entire radio industry is today agreed on the point that there are so many advantages to transcribing all except a very few categories of programming that eventually as much as 90-95% of all shows on the air will have been pre-transcribed.

The only real thing that matters today, insofar as the listener is concerned, is the show itself. While it is true that radio is a business, it is also true that it is SHOW business. The show is the thing, and that holds true whether the show is "live" or transcribed.

●

I believe that the big story in the radio industry during the past few years has been the fact that producers of transcribed "open end" programming have come up with top shows from a showmanship point of view.

Ten and twelve years ago we in the "open end" industry were using as our selling arguments the fact that there were certain "plus" advantages to "open end" programming for advertisers to take into consideration.

●

None of those "plus" advantages have disappeared. It is still true that with an "open end" show can an advertiser exercise complete freedom of selection of markets to buy. Only with an "open end" show can he select the exact day, time, and station to buy.

The flexibility is still there. However, in addition the buyer of "open end" programming today can take his pick of top-quality shows, featuring top names, top direction, top scripting—in short, top showmanship values.

●

These extra added attractions to the advertiser did not happen overnight. They happened because of the fact that over a period of many years the "open end" industry advanced to the point where it was able to obtain the services of a Dana Andrews, a Humphrey Bogart, a Lauren Bacall, a Irene Dunne, a Fred MacMurray, a Guy Lombardo, and other names of very top stature.

These are stars jealous of their reputation, and before we could sign them, we in the industry had to prove to everyone's satisfaction that we were trodding the right path. Today's trade paper headlines attest to the fact that we have been successful in meeting the one test that matters—the test of public approval.

●

Figures do not lie. The huge listening audiences to "open end" shows such as "I Was A Communist For The FBI," "Bright Star," "Bold Venture," "Boston Blackie," and "Guy Lombardo Show" do not exist merely because the advertisers have been able to obtain the best available air time for them. They are listened to because they are first rate shows.

In the case of "I Was A Communist For The FBI" the very timeliness of it coming at a time when the communist menace is headline news, coupled with the top grade of its production demonstrates that there is no limit to how far you can go in radio today with real showmanship.

●

"Bright Star," "Bold Venture" and "I Was A Communist For The FBI" together form the story of radio during the past year. They are transcribed shows. They are "open end" shows. They are first rate shows. They are successful shows.

PRODUCTION

Radio and Television

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•

Transcription Companies

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Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records.

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Phone: WOrth 2-3322
President .....Herman Younglieb
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17 N. Wabash Ave., Chicago 2, Ill.
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Services Offered: Live film shows, film commercials.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

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215 E. 51st St., New York
Phone: PLaza 5-2145

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Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
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50 Rockefeller Plaza, New York 20, N. Y.
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COMPLETE RADIO AND TELEVISION PACKAGES

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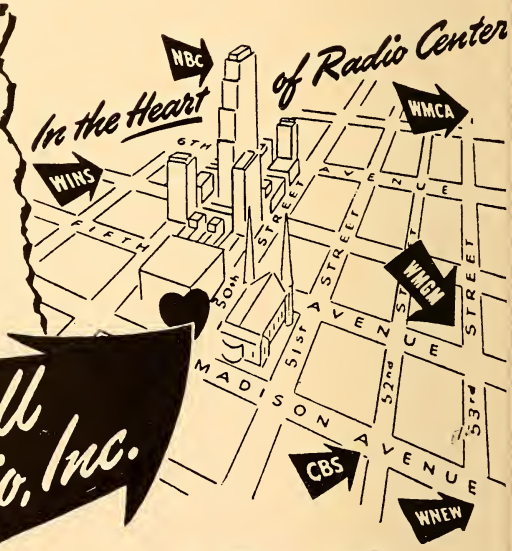

Rockhill Radio, Inc.

18 East 50th
PLaza 9-7979

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351

President .....Ann Barbinel

Services Offered: Creating-producing-directing custom built package shows for radio and TV.

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104 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3118

President .....Jack Barry
Vice-President .....Dan Enright
Executive Producer.....Myron Oppenheimer
Producers.....Ann Lawten, Alta Bassett

Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.

Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175

Director .....Zach Baym

Services Offered: Production and distribution of TV shows on film. One hour features and westerns; half-hour travelogues and documentaries; quarter-hour sports, cartoons, contract bridge programs. Audition films sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940

Owner..... Irene Beasley
Head of Sales.....Victor Sack
Manager Prizes.....Andrew Hirsch
Supervisor Display .....Mary H. Lincoln
Supervisor Mail .....Rita Burke

Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director.....Joseph H. Beck
Technical Supervisor.....William E. Cage
Sales Promotion.....Mel Jass

Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUxemburg 2-1040

Owner.....Viola S. Becker

Services Offered: Production of package shows and spots for Radio, Television programs, live and film. Representatives of Talent. Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President.....George R. Bentel
Vice-President .....Scott Perkins

Services Offered: Radio & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO. (Radio Programs Div.)

Manager .....Guy Riddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Burt Zoul

Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-5885-6

President ..... .Albert Black

Services Offered: Live and film package shows for television.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236

President .....Ford Bond
Assistant ....John P. Foster

Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4900

President .....Bob Bories

Services Offered: Radio and TV package producer.

THE MOST FAMOUS MOUNTY OF THEM ALL

THE SILVER EAGLE

FOR

THE MOST FAMOUS CEREAL OF THEM ALL

WHEATIES

BREAKFAST OF CHAMPIONS

EACH TUESDAY AND THURSDAY—7:30 TO 8:00 E. S. T.

AMERICAN BROADCASTING CO.

A COPYRIGHTED FEATURE

Jewell RADIO AND TELEVISION PRODUCTIONS OF CHICAGO

185 N. WABASH AVE.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543

President .....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Prog. Exec. & Dir. of Radio Sales .....Richard Bradley
Office Manager .....Leo Rabens

Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

BROADCASTING PROGRAM SERVICE

341 Madison Ave., New York 7, N. Y.
Phone: MUrray Hill 3-3931

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

BYRON PRODUCTIONS

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-2677

President.....Edward A. Byron

Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Production Manager.....Eva Rogers
Time Buyer.....Isabel Philip
Copy Chief.....Stanton Edwards
Public Relations.....D. Peters

Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

55 W. 42nd St., New York 18, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
Vice-Pres.-Treasurer .....Edna Chapman
Sales Manager .....Quentin Gulliver
Program Manager .....Alan Robinson
Production Manager .....Stanley Whitman
Paris: Manager .....Dan Morley
Paris: Associate Manager...Mary Hutcheson
London Manager ... .Frank Byers
Hollywood Manager ..... Joseph Mansfield
Berlin Manager ....Rolf Brede
Vienna Manager .....Victor Reingruber

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager .....Bob Reichenbach
Productions Director ....Harry V. Cheshire

Services Offered: Transcribed program and spot announcement producers and distributors. Open-end and custom features.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 7593

Owner .....Leslie Clucas

Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

TED COLLINS CORP.

1819 Broadway, New York 23, N. Y.
Phone: CIrcle 7-0094

Manager .....Ted Collins

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: Hollywood 9-8229

Pres. & Exec. Prod.....Walter White, Jr.
Vice-Pres.Secy. & Treas.....Shirley Thomas
Prod. Supervisor .....E. R. Woodworth
Coordinator .....Eleanor Payne

Services Offered: Create, write & produce "live" and transcribed" radio programs . . . also live and filmed TV programs.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

COMPAGNIE FRANCAISE DE FILMS

73 Champs Elysees, Paris
Phone: Elysees 2-30

President .....A. Tinchot
Executive Producer .....Jean Masson
Secretary .....Jean Arroy
TV Advisor .....Val Williams

Services Offered: Production and packaging of TV shows made in France for agencies and stations.

FRANK COOPER ASSOCIATES AGENCY

7225 Hollywood Blvd., Los Angeles, Calif.
N. Y. Phone: Vanderbilt 6-5661-2

President .....Frank Cooper

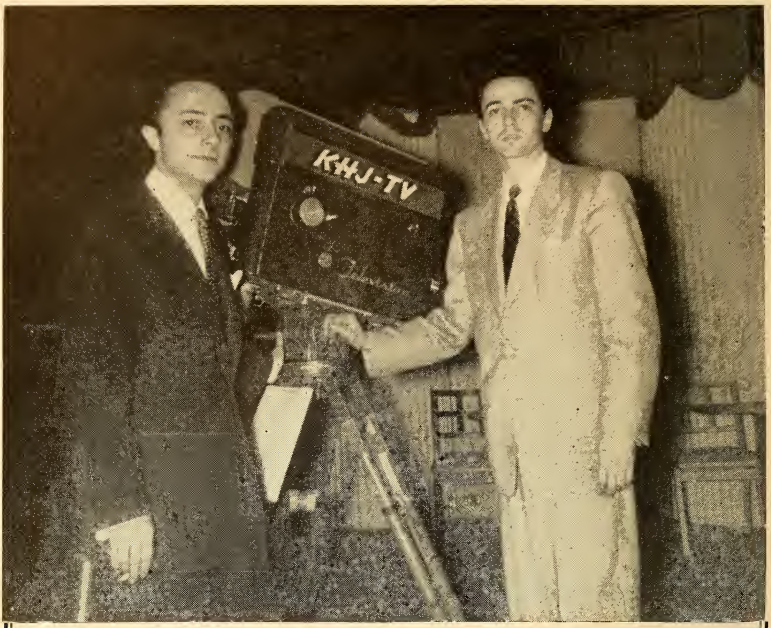
Services Offered: Personal management of talent and writers as well as the production of radio and television shows.

JACK L. COOPER RADIO ADVERTISING SERVICE

1331 W. 111th Place, Chicago 43, Ill.
Phone: BEverly 8-2056

Manager.....Jack L. Cooper
Sales Manager ..... Bob Roberts
Religious Pgms. Dir.....I. Leon Roberts
Musical Director .....Gertrude R. Cooper

Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.



STUART M. NATHANSON — RONALD L. STANTON

MAJOR-MINOR PRODUCTIONS

PRESENTS

THE WEST COAST'S OUTSTANDING JUVENILE TV SHOWS

CURRENTLY: "ADVENTURES IN IMAGINATION"—KTTV
"MICKEY O'DAY SHOW"—KECA-TV
"SATURDAY SURPRISES"—KHJ-TV

Major-Minor Productions—5927 Sunset Blvd., Hollywood, Calif.
Telephone: Hillside 5168

LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Exec. Vice-President.....Alfred L. Hollender
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber

8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022

Vice-Pres.-in-Charge .....John Lewellen
Vice-Pres.-in-Chge. Sta. Rel....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VIctor 2585

President .....Vic Damon
V. P. & Treas.....Alice Damon
Secretary.....Harry A. Morris
Engineer .....Roger Webb

Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds, Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Unusual sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer .....Gordon M. Day
Producer-Director .....Carol Bulkley

Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9135

President.....Roy de Groot
Vice-President .....Katherine Hynes
Chief, TV Dept.....Margot Murphy
Chief, Music Dept.....I. Rabinowitz
Chief, Art Dept.....Ed Winslow

Services Offered: Counseling in mass communications through radio, TV and motion picture. Planning and development of single programs or entire campaigns. Complete service for script, costume and stage design, animation, tape or disc recording, live or film.

THE DEMBY COMPANY

34 E. 51 St., New York 22. N. Y.
Phone: PLaza 9-2495

President .....Emanuel Demby
V.P. & Gen. Mgr.....Myron Broun
Program Supervisor....Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Publicity .....Jack Becker

Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywoo d28, Calif.
Phone: HU 2-1228

Owner .....Jerry Devine
Casting Director.....Peg Pillion

Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton

Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Owner.....Harry S. Dube
Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Henry Morley
Treasurer ..... Nathan Zucker

Services Offered: Film producer—open end films and commercials made specifically for

TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntral 6-0942

Owner.....W. M. Ellsworth

Services Offered: Talent, programs, production.

EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.

President-Treasurer.....Helen D. Kellcher
Vice-President.....Fred de Jaager
Vice-President .....Arthur Lubo
Secretary .....John H. Dwyer

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

BERNARD ESTES

6 Peter Cooper Rd., New York, N. Y.
Phone: SPring 7-5766

President .....Bernard Estes
Secretary-Treasurer.....Hazel Estes

Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 18, N. Y.
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

JERRY FAIRBANKS, INC.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-2110 1

Pres. & Exec. Prod.....Jerry Fairbanks
V. P. Chg. Studio Operations....Sid Rogel
V. P. & Gen. Sales Mgr. ....Ralph Cattell
In Chg. Eastern Production.Robert Lawrence
Midwestern Sales Director....B. N. Darling
Production Manager.....Raoul Pagel
Dir. Scenario Dept.....Lou Lilly
Dir. Music Dept. .....Edward Paul
Dir. Publicity Dept.....Reavis Winckler
Dir. Casting Dept.....Kan Dyson
Dir. Sound Dept. .....Lawrence Aicholtz
Dir. Animation Dept. .....Manny Gould

Services Offered—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and for stations for local sponsors.

FENTON PRODUCTIONS, INC.

40 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-8266

Owner .....Mildred Fenton
Director .....Henry Fownes
Writers' Repr. .....Blanche Gaines
Show Sales and Talent Repr.Mildred Fenton

Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.

440 E. Schantz Ave., Dayton 9, O.
Phone: WAlnut 2164

President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
Chief Engineer.....Robert Duke
Editorial Director.....Del Gay
Office Manager.....Peggy A. Mayl

Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB Curve. Magnetic recording facilities.

FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.
Phone: PEnna 6-9557

Owner .....Maggy Fisher
Assistant .....Catherine Sundmark

Services Offered: Packaging, writing, directing TV and radio shows.

WALT FRAMER ASSOCIATES

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production .....Dick Christman, Al Slep
Cameraman.....Arthur Florman
Camera Assistant .....Howard Kuperman
Sound Technicians.....Ralph Friedman, Howard Warren
Editorial.....Stanley Kotis, Bert Shapiro
Secretary .....Susie Lampman

Services Offered: Network, live, transcribed and syndicated programs.

GAINSBOROUGH ASSOCIATES

1440 Broadway, New York 18, N. Y.
Phone: CH 4-0626-0627

President .....Mike Jablons
Vice President & Gen. Mgr.....Shirley Graf

Vice President in Chge. Radio
Arlene Shelley Gaines
Vice President in chge. TV..Martin Seligson
Treasurer .....Shirley Graf
Casting Director .....Josephine Savoca
Publicity Director .....Jane Mead
Director Hollywood office.Eli Lloyd Hoffman
1607 N. Gower St., Hollywood 28, Calif.
Services Offered: Radio and television package producers. Program consultants to new and existing radio-TV stations. Personal representation and talent management. Publicity and public relations. Radio and television publicity and exploitation for fund raising agencies.

GALE, INC.

48 W. 48 St., New York 19, N. Y.
Phone: PLaza 7-7100
President .....Moe Gale
Services Offered: Talent.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022
Director .....Harold R. Gingrich
Musical Director .....Jack Wonnell
Research Director .....Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543
President .....Thomas G. Rockwell
Chge. Radio-...TV Dept..John J. Mulvihill
Radio-TV Dept.....George Burke
Radio-TV Dept.....Nino Bruno
Services Offered: Program production, package shows, artists' representatives.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 23, N. Y.
Phone: ELdorado 5-3520
President & Treasurer....Howard G. Barnes
V.-P. & Secretary.....A. Edward Masters
General Manager.....Hugh Brooks
Executive Assistant.....Eleanor Simon
Services Offered: Producers and distributors open-end transcriptions and live programs, spot announcements and jingles. Film features and spot films for TV.

WILLIAM GERNANNT

180 Central Park South, New York 19, N. Y.
Services Offered: Radio and television programming.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-5959
President .....John Gibbs
Writers Department.....Francis Head
Talent Department .....Bob Ferres
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 5543
General Manager.....Bob Reichenbach
Executive Producer .....Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
Phone: PLaza 5-6131
President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV....Daniel R. Goodman
Secretary .....H. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUCTIONS

49 E. 52nd St., New York 22, N. Y.
Phone: PLaza 5-9100
Partner .....William S. Todman
Partner .....Mark Goodson
Business Manager.....Howard F. Todman
Script Editor .....Vincent McConnor
Director of Sales ....Angus D. Mackintosh
Director.....Jerome S. Schnur
Production Manager.....Jean Hollander
Services Offered: Producing and packaging live and transcribed radio and TV programs. Directorial and supervising service.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-5577
President .....Herbert M. Moss
Services Offered: Recording (tape and disc), program production and packages. Syndicated transcriptions.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818
General Manager .....Lewis G. Green
Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS

Room 600 Taft Bldg., Hollywood 28, Calif.
Phone: HEmpstead 5186
Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President .....Laurence Hammond
Vice-Pres.....Merikay Howard
Musical Supervisor .....Lloyd Shaffer

Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.

112 W. 89th St., New York 24, N. Y.
Phone: EN-2-2602

President .....Linnea Roberts
Program Director.....Donald B. Somers
Art Director.....Adelaide Davis
Marionette Technician.....Howard Spielman

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

73-37 Austin St., Forest Hills, N. Y.
Phone: BOulevard 3-0136

Writer-Producer .....Arthur Henley
Executive Secretary .....Janet Radskin

Services Offered: Creators of radio and TV program production, writing, merchandising services. Additional services: program consultation.

WILLIAM F. HOLLAND PRODUCTIONS

"Holland House," Auburn Ave. & Taft Rd., Cincinnati 19, O.
Phone: CApitol 1252-3

President .....William F. Holland

Services Offered: Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

WEST HOOKER, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone JUdson 2-3026

President .....West Hooker

Services Offered: Program production and programs, Talent, Artists' Representative.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 40, Ill.
Phone: MIchigan 2-0128

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—in-

QUIZ KIDS

CBS-TV, AM

A LOUIS G. COWAN PRODUCTION

cluding commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

HUDES & LIND

550 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8321

Producer .....Ted Hudes
Asst. Producer .....Bert Lind

Services Offered: Producers of transcribed and live public service radio and television programs.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759

General Manager.....Gustavo Faist Moran
Sales Manager.....M. L. Moran
Office Manager.....Margarita Lamar
National Reps.....Forjoe & Co., Inc.

Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265

President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Board of Directors:....Patrick E. Shanahan, George Blake, Julia Cooke.

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693

Chief Executive (N. Y.).....Paul Radin
Chief Executive (Calif).....Don A. Davis

Services Offered: Representation for sale of radio and television packages; creation of packages, represent personalities, writers, directors, etc.

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FInancial 6-4474

President .....James E. Jewell
Vice President .....W. Ralph Jewell
Manager .....Charles P. Flynn
Secretary .....Jane Cohan

Services Offered: A complete radio and television production service. Scripts. Copy, Music, Direction, Transcribed Package Shows, Spots.

GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio and Television

49 East 52nd Street

New York 22, N. Y.

MARK GOODSON **BILL TODMAN**

ROBERT JOSEPH TELEVISION PRODUCTIONS

4453 Carpenter Ave., No. Hollywood, Calif.
Phone: SUnset 11331

President .....Robert Joseph
Vice-President.....George Crossen
Program Director.....Ken Charles
Sales Manager .....Walter Klinger
Pub. & Pro.....John Strauss-Chip Cleary

Services Offered: Packaging and production of live and film TV, production of commercial and industrial shorts and documentaries; 15 minute films for TV.

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585

Gen. Mgr., Prod.....Martin Stone
Pub., Prom. Mgr.....Lela Hadley
Asst. to Prod.....Harriet Halsband
Mdse. Directors...Inez Pierson, Allan Stone
Writer .....Eddie Kean

Services Offered: Merchandising and TV package producers of "Howdy Doody," "Author Meets The Critics" and "Gabby Hayes Show."

KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357

President-Prod. Mgr.....Edwin H. Kasper
Treasurer-Commercial Dir...Aaron S. Bloom
Office Manager.....Robert W. Graham
Engineer .....Frederick Piroumian

Services Offered: Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

ROGER KAY ENTERPRISES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer.....Roger Kay
Agency Contact.....Nan Marquand
Legal Counsel.....Miller & Miller

Services Offered: Creators, producers, packagers of television and radio programs, live, transcribed, and film. Consultants on programming. TV Show Doctoring. Commercials.

SONNY KENDIS, INC.

1776 Broadway, New York 19, N. Y.
Phone: PLaza 7-2070-1

Pres., Exec. Prod.....James Sonny Kendis

Services Offered: Lived & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent—artists and writers.

TWO OF OUR TOPS!

A 7 YEAR OLD
Sponsored by BRISTOL MYERS and PHILIP MORRIS
BREAK THE BANK
Radio's and Television's Leading Quiz Show
RADIO
½ Hour Daily, 5 Days a Week
11:30 A.M., WJZ and ABC
Coast-to-Coast Network
BUD COLLYER
MC
with WIN ELLIOTT and JOHNNY OLSEN
TELEVISION
for BRISTOL MYERS
Sunday WCBS-TV, 9:30-10:00 P.M.
and CBS Cross Country Network with
BERT PARKS
MC

AN 8 YEAR OLD
Sponsored by
MILES LABORATORIES
HILLTOP HOUSE
Radio's Outstanding Serial
About the Little Orphanage
in Glendale and Its Head
Matron Julie (Jan Miner)
Directed by JACK RUBIN
WCBS, 3 P.M., and Entire CBS Network

WOLF ASSOCIATES, Inc.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President .....Jack M. Kurtze
Vice-President .....Lulu Mae Kurtze
Executive Producer .....C. Allen Fox
Asst. Executive Producer..William Anderson

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

LARRY KURTZE

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Services Offered: Development of live or filmed TV shows. General copy and production services for broadcast media.

ELY LANDAU, INC.

10 East 44th St., New York, N. Y.
Phone: MUrray Hill 7-5224

President .....Ely Landau

Services Offered: Television programs on film.

THE LANDT TRIO

565 Fifth Ave., New York 17, N. Y.
Phone: CIrcle 5-5431

Partner.....Karl B. Landt
Partner.....Jack M. Landt
Partner.....Dan B. Landt

Services Offered: Jingles, spots and live shows for radio and TV.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700

President.....C. O. Langlois
Secretary .....John D. Langlois
Treasurer .....C. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations.....William E. Young
West Coast Mgr.....Walter B. Davison

BURL IVES

"THE WAYFARING STRANGER"
ACTOR • SINGER • COMPOSER

NOW AVAILABLE
Transcribed Quarter Hours
One to Five Times Weekly

Burl is Assisted by the Famous
Tony Mattola Musical Group

EXCLUSIVE RIGHTS GRANTED

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302

Partner, Sales .....Herbert S. Laufman
Partner, Production.....Jules Pewowar
Executive Prod. .....James W. Green

Services Offered: Packagers and producers of TV programs.

LAWRENCE PRODUCTIONS

760 Thayer Ave., Los Angeles 24, Calif
Phone: Arizona 9-3265

Owner .....Bee Eaton Lawrence
Production Manager..Richard Hill Wilkinson

Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.
Phone: HIllside 0101

President .....Jerome Lawrence
Vice-President.....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

JERRY LAYTON ASSOCIATES, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320

President .....Jerry Layton

Services Offered: Production of live and filmed TV shows, live and transcribed radio shows; management of personalities, performers and writers for radio and television.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear
Account Executives. Milt Parlow, Jack Curran

Services Offered: Radio, TV and film production. Personal management.

JACK CURRIER LEWIS

515 Madison Ave., New York 22, N. Y.
Phone: EL 5-0257

Owner .....Jack Currier Lewis
General Manager .....William P. Popp
Women's Programs .....Margaret Tester

Services Offered: Television and radio packaged programs; film or live. Advisors on TV or radio problems.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Newsstand Theatre
ABC — Radio

Hollywood Love Story
NBC — Radio

Kathi Norris Show
DuMont — TV

The Big Hand
ABC — Radio

Co-Producer
Rocky King, Detective
DuMont — TV

Escape With Me
ABC — Radio

WILBUR STARK

510 MADISON AVENUE, NEW YORK, N. Y.

PL 3-1742

Partner .....Lester Lewis
Partner .....Juliet Lewis
Casting Director .....Marie Stroud
Sales Manager .....Merritt Frankin
Script Editor .....Mort Lewis
Services Offered: TV package shows, personal management.

BOB LOEWI PRODUCTIONS, INC.
255A E. 49th St., New York 17, N. Y.
Phones: MU 8-2600, PL 5-0958
President .....Bob Loewi
Services Offered: Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.
President.....Phillips H. Lord
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass
Services Offered: Package shows.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones
Production Manager.....Paul Quan
Eastern Sales Mgr.....Nat V. Donato
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MAJOR-MINOR PRODUCTIONS
5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268
Producer and Director..Stuart M. Nathanson
Producer and Director...Ronald L. Stanton
Musical Director .....Ruby Raksin
Services Offered: Production, packaging and merchandising of juvenile television shows.

MANNON SOUND STAGES
(For complete listing see TV Film Producers)

ARNOLD MARQUIS PRODUCTIONS, INC.
6404 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-5119
President .....Arnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS
521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4
Partner.....A. W. Marshall

Commodore Productions and Artists, Inc.

1350 N. Highland Av., Hollywood, Calif.

WALTER WHITE, JR., President

Radio

TARZAN

for General Foods, CBS, t.c.

CLYDE BEATTY SHOW

for Dr. Ross Dog & Cat Food, t.c.

HOPALONG CASSIDY, t.c.

Television

THE CLYDE BEATTY SHOW

Partner .....Harriet Hester
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-1120

Partner .....John Masterson
Partner .....John Reddy
Partner .....John Nelson
Director .....Ed Leftwich
Producer .....Jerry Browne
Production Supvr. .....Ruth Kyle
Business Mgr. .....Helen Guy
Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

711 Fifth Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1000

Director.....Bertram Lebhar, Jr.
Director of Production.....Raymond Katz
Dir. Dist. & Record....Frank Roehrenbeck
West Coast Administrator.....Les Petersen
West Coast Coord. & aide to
Direc. of Production.....Marcella Napp
Director of Publicity.....Jo Ranson
Asst. to Dir. of Prod.....Irwin Greenfield
Services Offered: Metro-Goldwyn-Mayer Radio Attractions offers the following syndicated programs: "MGM Theater of the Air," "The Story of Dr. Kildare," "The Hardy Family," "The Adventures of Maisie," "At Home With Lionel Barrymore," "Crime Does Not Pay," "The Gracie Fields Show" and "John Nesbitt's Passing Parade."

CHARLES MICHELSON, INC.

23 W. 47th St., New York 36, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Secretary .....A Michelson
Divisional Sales Manager.....Sidney Guber
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond
Services Offered: Producers and distrib-

WILLIAM GERNANNT

utors of open end quarter hour and half hour radio and television programs. Radio Transcription Features of Mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
Phone: CIrcle 6-3497; CIrcle 6-2100, Ext. 219
Executive Producers.....Milton E. Stanson, Vernon P. Becker.

Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIrcle 6-0006
President .....John Mole
Exec. V.-P. & Secy.....Blanche Stuart Lee
Office Mgr. .....J. McDonald

Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-2160
Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Sales Promotion.....Irene C. Norbut

Services Offered: Open-end and custom-built transcriptions, live packages, and custom-built TV shows.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Producer.....Herbert M. Moss
Sec.-Treas. .....Rose Gray

Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.

Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRospect 1-4900
President.....Donald C. Jones
Vice-President.....Claude N. Rakestraw
Secretary .....L. S. Kelly

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

BARRY & ENRIGHT PROD., INC.

JACK BARRY, Pres.

JUVENILE JURY

LIFE BEGINS AT 80

FAITH BALDWIN SHOW

ADVENTURES OF MICHAEL SHAYNE

STARS AND STARTERS

THE PEOPLE'S CHOICE

PETER McDONALD, M.D.

SECRET INVESTIGATOR

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
Branch Offices
17-18 Dover St., London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Calif.
106 105 Montgomery St., San Francisco, Calif.
1172 Union Commerce Bldg., Cleveland, O.
2102 N. Akard St., Dallas, Tex.
1612 Book Tower, Detroit, Mich.
9 Newbury St., Boston, Mass.
Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Program production.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Exec. Vice-Pres.....Frank P. Kendall
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director; six continuous script shows issued monthly; one Annual Christmas show; Tempera Tunes; Memorial Hour.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 6-5862
President .....Raymond E. Nelson
Secy.-Treas.....Betty Nelson
Casting Dir. .....Martin Roberts
Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients, time buying, filmed commercials, research.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY Newyork
Producer-Dir.,
Executive-Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
WHAT'S THE STORY*
* (For DuMont Network)

LESTER LEWIS ASSOCIATES
11 E. 48 ST., N. Y. 17 PLaza 3-5083

Radio-Television Productions
Personal Representation

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PAN AMERICAN BROADCASTING CO.

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS

101 W. 55 St., New York, N. Y.
Phone: CIrcle 6-0138
Partnership.....Norman & Irving Pincus
Script Editor.....Eugene Burr
Director.....Donald Richardson
Services Offered: Program producers.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
President .....Kent Cooper
Vice-President .....Oliver Gramling
Services Offered: "Personality Time," 15-minute transcription dramatizing personalities of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Malibu 7871
President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production....George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER PRODUCTIONS, INC.

221 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-4830
President .....Bernard J. Prockter
Services Offered: Package Programs.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
London Representative
Towers of London, Ltd., 84 Hallam St.,
London W. 1, England
Phone: LAngham 6248, 5050
(Harry Alan Towers)

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

RAO VIDEO

366 Madison Ave., New York 19, N. Y.
Phone: Va. 6-3417
Exec. Dir. Producer....Robert A. Ormbach

Services Offered: TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7979
President .....Lou Goldberg
Vice-President .....Wanda Ellis
Secretary .....Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour."

STU REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 16155
President .....Stuart Reynolds

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television package producers.

BOB L. ROBERTS PRODUCTIONS

806 7th Ave., New York 19, N. Y.
Phone: JUdson 6-0025

KAGRAN CORPORATION

(Formerly Martin Stone Associates)

RADIO and TV PRODUCTIONS

HOWDY DOODY
NBC-TV and Radio

GABBY HAYES SHOW
NBC-TV and Mutual Radio

AUTHOR MEETS THE CRITICS
Du Mont Network

Other top-notch properties available

Kagran Corp. MU. 8-0585
4 West 58th St., New York, N. Y.

President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

646 Park Ave., Hotel Sulgrave
New York 20, N. Y.
Phone: TRinidad 9-5640
President .....Richard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800
President .....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz
Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL RADIO

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979
President.....Stanley J. Wolf
Producer .....Albert Alex
Producer .....Leonard Carlton
Producer .....Allen Ducouns
Producer .....Drex Hines
Services Offered: Complete packages, radio, transcriptions, TV film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178
President .....Jack Rourke
General Manager.....Fred Fuld, Jr.
Secretary-Treasurer.....Joan Lane Rourke
Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

126 W. 46th St. (Branch), New York, N. Y.
Phone: LUxemburg 2-1815
Bankers Securities Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-7055
Production Manager.....Barnard L. Sackett
Fashion Director.....Ann E. Pestor
Film Technician.....Richard Newmayer
Script Editor.....Toba Sackett
Publicity .....Morris Yuter
Sales Manager.....Jean Sargeant

DEMBY, BROUN and Co., Inc.

MOTION PICTURE AND TELEVISION PRODUCERS

"WHAT'S PLAYING?"

"FIGHT AGAINST CRIME"

"LOVE CLINIC"

"WHAT'S THE REASON?"

"ALLEN SWIFT SHOW"

"FILMS FOR SALES" (SALES TRAINING SERIES)

"THIS IS INDONESIA" (INTERNATIONAL SERIES)

34 EAST 51 STREET, NEW YORK 22, N. Y. • PLAZA 9-2495

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, animation, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.
9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York. N. Y.
Phone: MUrray Hill 7-8370
President.....James L. Saphier
V.P. & Mgr. of New York Office.Jules Green
Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS
1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7
President .....Kermit Schafer
General Manager.....Harry Lee
Treasurer .....Michael Louis
Office Manager.....Patricia Cullen
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialtists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.
(For complete listing see TV Film Producers)

BERNARD L. SCHUBERT, INC.
509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944
President.....Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

WALTER SCHWIMMER PRODUCTIONS, INC.—RADIO Features, Inc.
75 E. Wacker Drive, Chicago 1, Ill.
New York *Phone*: LExington 2-1791
President .....Walter Schwimmer
Services Offered: Syndicated live package programs, Production, Recording, Scripts.

SCREENCRAFT PICTURES, INC.
341 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-8546
President.....J. S. Berkson
Vice-President.....B. H. Mills
Treasurer .....Edward Berkson
Services Offered: Distributors of 16 and 35 mm features and shorts.

PETER ARNELL

ORIGINATOR OF

THE NAME'S THE SAME

RATE YOUR MATE

BY POPULAR DEMAND

Produced in Association with

GOODSON-TODMAN PRODUCTIONS

Represented by TED ASHLEY ASSOCIATES

SENTINEL PRODUCTIONS
(A Division of Sentinel Enterprises, Inc.)

5746 Sunset Blvd., Hollywood, 28, Calif.
(Nassour Studios)
Phone: HEmpstead 6828

President & Exec. Dir.....Earle R. Harper
Vice-Pres. & Treas.....A. C. Harper
Secretary.....David Griffith, Jr.
Producer-Director .....Ann Archer
Director .....Harry Mancke
Director of Photography....Chas. Straumer
Publicity Director.....Bill Keefe
Film Editor.....Robt. Belcher
Comptroller .....James Fair

Services Offered: Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

SERVICE UNLIMITED

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney
Production Director.....Lary Kurtze
Office Manager.....Jean Guild

Services Offered: Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

THE SOUVAINE COMPANY

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-5666

General Partner.....Henry Souvaine
General Partner.....Howard L. Taylor

Services Offered: Producers of radio and TV productions.

ELY LANDAU, Inc.

Television Programs on Film

10 East 44th Street, New York

MUrray Hill 7-5224

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark
Design .....George Shealy

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1742

President.....Wilbur Stark
Executive Secretary.....Nancy Bowling

Services Offered: Personalities and programs for radio and television.

RICHARD STROUT PRODUCTIONS

Box 331, Hollywood 38, Calif.
Phone: Hemstead 8507

President .....George C. Meacham
Exec. Prod.....Robinson Taylor, Jr.
Hollywood Prod. Mgr....James E. McKenzie
Sales Promotion Talent.....Doris Edwards

Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

IRVIN PAUL SULDS, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President.....Irvin Paul Sulds
Associate Producer.....Alice Pentlarge

Services Offered: Production of live and filmed TV programs.

TV PROGRAMS, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Treasurer.....William Mills, 3rd
Sales Manager .....David Horwich
Production Manager.....Frances Hidden

Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

TAG-A-TUNE RADIO & TELEVISION, INC.

355 North Beverly Drive, Beverly Hills, Calif.
New York *Phone*: BRyant 9-9858

General Manager.....M. Jack London
Radio & Television Dir...Abbott B. London
Production Supervisor.....N. D. Altfeld

Services Offered: Syndicated and custom-made radio/television programs produced and distributed; advertising agency specializing in radio-television; packager of radio

BYRON PRODUCTIONS COMPANY

•

PRESIDENT
EDWARD A. BYRON

Television and Radio Productions

JERRY LAYTON ASSOCIATES, Inc.

551 FIFTH AVENUE
NEW YORK 17, N. Y.
MURRAY HILL 7-6320

promotional campaigns; advertising-sales counsellors.

TAYLOR PRODUCTIONS, INC.

6700 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-1089
President.. Gordon Van Dover
Services Offered: Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3610
President .....Hal Tate
Vice-Pres. & Sales Mgr.....Phil Fischer
Secy.-Treas.....Lucille E. Schall
Canadian Sales Mgr.....S. W. Caldwell
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL. 8727
Services Offered: Syndicated radio & TV package programs; also independent TV producer and consultant to advertising agencies (Chicago only) on TV shows.

THE TEE VEE CO.

(See TV Film Producers)

WEST HOOKER, INC.

Artists, Programs & Films for Television

CURRENT FEATURES:

SAY IT WITH ACTING

PANTOMIME QUIZ

JIM FAIR { CLUB MATINEE / 6:55 P.M. News / 11:10 P.M. Weather

HALF PINT PARTY

FILMS FOR GABBY HAYES SHOW

WOMEN TAKE OVER

TAKE TWO

RANGER JOE

30 Rockefeller Plaza JUdson 2-3026
New York City

TELCO PRODUCTIONS

55 W. 53 St., New York, N. Y.
Phone: PLaza 7-0394
President .....Albert Gannaway
Secretary.....Charles McGregor
Services Offered: Program pooducers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Owner-Musical Consult..Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer.....John Gunn
Writers .....Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsors. Musical consultants to advertising agencies.

TELEFEATURES PRODUCTIONS, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone: JUdson 2-3026
President .....Wayne Wirth
Services Offered: TV programs of all types.

MARSHALL—HESTER PRODUCTIONS

521 FIFTH AVENUE
NEW YORK 17, N. Y.

★

MURRAY HILL 7-2722-3-4

TELEFEX
(See TV Film Producers)

TELEMATED CARTOONS
(See TV Film Producers)

TELEMOUNT PICTURES, INC.
(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.
(See TV Film Producers)

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 19, N. Y.
Phone: LUxemburg 2-3530
President.....M. E. Moore
General Manager.....F. Kronen
Services Offered: A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

TRANSCRIPTION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
3948 Grand Central Terminal
New York 17, N. Y.
Phone: MUrray Hill 4-4520
Manager .....Claude Barrere
Services Offered: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

TRANSFILM, INC.
(For complete listing see TV Film Producers)

TELEWAYS RADIO PRODUCTIONS, INC.
8949 Sunset Blvd., Hollywood 46, Calif.
Phone: BRadshaw 21447, CRestview 67238
President.....Charles A. Kennedy
Accounting Dept.....A. Corrigan
Services Offered: Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.
1 E. 54th St., New York 22, N. Y.
Phone: PLaza 5-9800
President.....John L. Clark

RADIO $ DOLLARS

A brand new merchandising plan for radio stations, based on coupons.

☆

RICHARD H. ULLMAN, INC.
295 DELAWARE AVENUE
BUFFALO 2, N. Y.

BEATRICE KAY SHOW TUNE-O

OLIO VIDEO
TELEVISION FILM PROGRAMS
1952 Schedule

Completed:
JUNIOR SCIENCE (13 programs)

In production:
DO IT YOURSELF (65 programs)

In preparation:
SURPRISE! (26 programs)
FANTASY (13 programs)

OLIO VIDEO
TELEVISION PRODUCTIONS, INC.
Studio and offices: 20 East 42nd St.
New York City Murray Hill 2-3218
Harvey Cort Milton Subotsky

Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL ENTERPRISES, INC.

1803 Stroh Building, Detroit 26, Mich.
Phone: WOodward 2-9184
President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President.....Richard H. Ullman
Exec. V.-P.....Robert P. Mendelson
Production Mgr. .....Marvin A. Kempner
Services Offered: JINGL-LIBRARY, tailored jingles, syndicated shows, RADIO DOLLARS. . . . This is a merchandise plan based on coupons which are redeemed from a catalogue of nationally-advertised products. Franchised on an exclusive basis to radio stations.

UNITED BROADCASTING CO., INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144
President .....William L. Klein

CREATIVE TV PROGRAMMING
FOR EVERY BUDGET

MILVERNE
PRODUCTIONS, INC.

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"KIDDIE KOLLEGE"
DuMont

"SOLO DRAMA"
ABC-TV NETWORK

"MAN ABOUT MUSIC"
DuMont

"CURTAIN CALL"
WOR-TV

FILM COMMERCIALS
RADIO TRANSCRIPTIONS

CIrcle 6-3497
CIrcle 6-2100

HOTEL BRYANT
230 West 54th Street
Suite 219
New York 19, N. Y.

Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400
Radio & TV News Manager ....Phil Newsom
Gen. Sales Manager.....Leroy Keller
Radio Shows Div. Mgr....C. Edmonds Allen
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

UNITED ARTISTS TELEVISION

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6
President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Secretary.....Elsie F. Valentino
Treasurer.....T. J. Valentino
Sales Manager.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

NORMAN & IRVING
PINCUS

Distinctive television productions

101 W. 55th Street, N. Y. C.

VALLEE-VIDEO, INC.

6611 Santa Monica, Hollywood 36, Calif.
Phone: Hillside 6118

President .....Rudy Vallee
Vice-President .....B. S. Otto
Secretary .....D. Hall
Manager .....John W. Swallow

Services Offered: Full film studio for TV-Stage, Cutting Room, Projection Room, Dressing Rooms.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668

President.....Julienne (Judy) Dupuy

Services Offered: Live TV programs, radio programs, TV commercials. Specializing in Children's shows.

V. I. P.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-0130

President .....Bill Murphy
Vice-President .....Charlotte Morgan

Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Casting Director.....Norma Vincent

Services Offered: Package producers, program production, TV programs, live and film.

VISUAL MEDIA, INC.

(*See TV Film Producer Section*)

STEPHEN L. WELLS PRODUCTIONS

617 S. Olive Street, Los Angeles 14, California
Phone: VA 8530

Beatrice Kay .....Production Director
Glenn V. Armstrong.....Account Executive
Carol Strong ..Asst. to Production Director

Services Offered: Write and produce television shows—entire production handled out of own office.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-7620

President .....Edward Wolf

LES LEAR

PUBLICITY - PRODUCTION
PERSONAL MANAGEMENT

Procter & Gamble's { Business Manager "Welcome Travelers" Fifth Year

LES LEAR PRODUCTIONS CORP.
HOTEL SHERMAN
CHICAGO 1, ILL.
FR 2-2100

In Washington H. T. stands for Harry Truman but in Chicago H. T. is

HAL TATE
productions

Chicago's fastest growing producer. Packager of: CUGAT'S CELEBRITY CALENDAR starring Xavier Cugat with Abbe Lane

"WHO'S TALKING?"

Chicago distributor for Columbia Pictures Screen Gems, Inc. TV-Disc Jockey "Toons"

Call or write for your free copy of Tate's Chicago TV Directory — the most complete directory for your personal use.

HAL TATE PRODUCTIONS
831 S. WABASH AVE. CHICAGO 5, ILL. • HA.7-3610

Vice-President .....Herbert Wolf
Exec. Producer-Dir.....Jack Rubin
Sales Manager .....Paul Ross
Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Secretary-Treasurer.....Robert Feldman
Television Production .....Mona Gross
Talent .....Al Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.
Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.
Vice-President .....Joseph M. Drexler
Secty.-Treas. .....Irving Oppenheim
Exec. Producer .....Richard Lewine
Asst. Producer .....Marion Urmy
Asst. Producer .....Norma Gold

Services Offered: Create and/or produce live and film packages for television.

GIVE

WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.
Phone: PLaza 3-4417

Producer .....Wynn Wright
Manager .....Charles Granzow

Services Offered: Package radio and TV programs.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President .....Frederic W. Ziv
Vice-President.....John L. Sinn
V.P., Chg. of Prod.....Herb Gordon
V.-P., Chg. of Sales.....Alvin E. Unger
Treas. & Comptroller.....Joseph L. Moore
Partner.....M. R. Ziv

Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
Vice-President.....M. J. Rifkin
Treasurer & Comptroller...Joseph L. Moore

Services Offered: Network and film programs.

MURPHY - THOMAS
Productions
•
producers of
FRONTIER DETECTIVES
Starring
VICTOR JORY
. . . a series of 52
half-hour films
produced specially
for TELEVISION
•
GENERAL SERVICE STUDIOS
Hollywood, Calif.

TEAM UP YOUR SELLING

with **RCA VICTOR** *quality... dependability... integrity... service...*

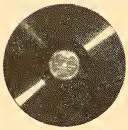
FOR PROMOTIONS OR PREMIUMS

6½" Spinner

Wrap your sales message with music and entertainment . . . and deliver it on a platter! Put your own voice on records and pay a personal visit to hundreds of prospects! Easy to mail, nonbreakable.

10" Promater

FOR TRANSCRIPTIONS



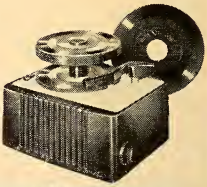
10" and 12" Transcriptions (micragroove)

Spot announcements, full-length shows . . . program material of every kind . . . recorded, processed and pressed in the country's best-equipped studios and plants. Complete production and script-writing facilities available.

12" and 16" Transcriptions (standard groove)

Now... the "45" system for SALES TRAINING

Put your sales presentations or training programs across . . . on 45 rpm records! Up to 7 minutes per side, nonbreakable, inexpensive to mail. Complete automatic player gives astonishingly clear, strong sound . . . with a convenience and compactness never before achieved in any comparable audio system. Ideal for special, on-the-spot promotion stunts.



a book you'll need at your desk-

Tells you all about Custom Record Sales . . . describes the complete variety of services this division of RCA Victor offers you. Just write or phone any of the offices listed here, for a FREE copy to keep at your desk. You'll find it useful.

Make a note of your nearest RCA Custom Record Sales office. Here's the address and phone number:

630 Fifth Ave.
Dept. D-30
New York 20, N. Y.
JUdson 2-5011

445 North Lake Shore Drive
Dept. D-30
Chicago 11, Illinois
WHitehall 4-3215

1016 North Sycamore Ave.
Dept. D-30
Hollywood 38, California
HIllside 5171

Custom Record Sales

Radio Corporation of America RCA Victor Division

"HIS MASTER'S VOICE"

TRANSCRIPTION COMPANIES

ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada
Phone: PL 7691
President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Manager.....J. S. MacKay
Sales Manager.....F. W. Cannon
Services Offered: Representative for transcription companies.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57th St., New York 19, N. Y.
Phone: *CIrcle* 6-0141, 0142
(See detailed listing under Program Producers)

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.
Phone: 3-7405
President.....Sanford L. Wartell
Services Offered: Contract pressing only. Custom fabricator of 10", 12", 7", 33 1/3, 78, 45 RPM phonograph records in materials ranging from pure cherry red vinylite through extended non-breakable to break resistant. All services.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-0157
President.....D. K. Broadhead
Vice Pres. of Mgfr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....Hal G. Neely
K. R. Smith Div. Mgr.....K. R. Smith
K. R. Smith Div. Sales Mgr..Peter M. Rogers
Washington D. C. Mgr.....Jack Wegner
Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available. Manufacturing plants in Hollywood and New York.

APEX RECORDING STUDIOS, INC.

119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067
President.....Robert E. Scheuing

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109
Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710
Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Vice-Pres. & Treas.....John C. Andrus
Vice-Pres. Chg. Rec.....Andrew M. Wiswell
Sales Manager.....Edward Hochhauser, Jr.
Subscriber Service.....W. H. Houghton
Script Editor.....Barbara Rose
Services Offered: 15 different musical transcription libraries: basic AM/FM, basic TV-specialized libraries; commercial, production-music, radio-music, show medley, popular music, concert music, special purpose music—TV production-music library-school, workshop, educational libraries two foreign libraries.

ATLANTIC AND PACIFIC BROADCASTING SYSTEM

2020 Pinehurst Rd., Hollywood 28, Calif.
Phone: GLadstone 6983
Vice-Pres. & Gen. Mgr.....Jack Parker
Prod. Mgr. & Asst. to V.-P.....Ray Bond
Executive Producer.....Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc
Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 3091

Higher and Higher and HIGHER go SALES, RATINGS, RENEWALS!

Tell 'em and Sell 'em with WORLD

VARIETY AND MUSICA PROGRAMS

A host of income-producing ringing up sales for stations co coast.

Tell 'em and Sell 'em with WORLD

LOCAL PERSONALITY SHOWS

A variety of audience-winning programs designed to tie-in your popular, local selling personalities.

Tell 'em and Sell 'em with WORLD

DRAMATIC AND MUSICAL FEATURES

You'll get immediate sponsorship of these programs that capture the mood and spirit of the times.

Tell 'em and Sell 'em with WORLD

SIGNATURES and PRODUCTION AIDS

Unique lead-ins and closings to add impact to selling messages and to stimulate sales.

Save Money! Make Mon

WITH

WORLD

THE ALL-PURPOS

LOCAL

SALES SERVICE

Tell 'em and Sell 'em with WORLD

SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES

Sparkling, fresh, sales-winning ideas all year-round bringing added revenue stations and more sales to sponsors.

Tell 'em and Sell 'em with

WORLD STARS

A galaxy of top musical artists, big name stars that keep sales zooming for World-Affiliates.

Tell 'em and Sell 'em with WORLD

SPECIAL CAMPAIGNS

Your opportunity for topping more new sources of station revenue.

Tell 'em and Sell 'em with WORLD

COMMERCIAL JINGLES

A complete variety of diversified jingles for every purpose.

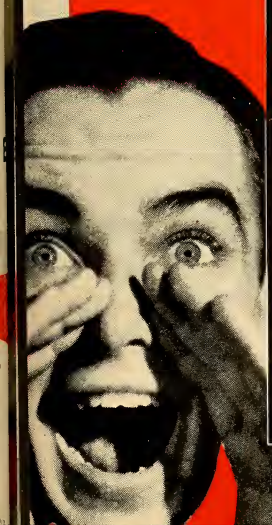
ALL PURPOSE because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

LOCAL because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a

MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!



Let ONE Service Do The WHOLE Job At LESS Cost

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of The Frederick W. Ziv Company

488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

Month After Month After Month—The New Ideas For Vital Local Sales Are Coming From World.

Higher and Higher and HIGHER go SALES, RATINGS, RENEWALS!

Tell 'em and Sell 'em with WORLD

VARIETY AND MUSICAL PROGRAMS

A host of income-producing shows ringing up sales for stations coast to coast.

Tell 'em and Sell 'em with WORLD

SPECIAL CAMPAIGNS

Your opportunity for tapping more new sources of station revenue.

Tell 'em and Sell 'em with WORLD

COMMERCIAL JINGLES

A complete variety of diversified jingles for every purpose.

Tell 'em and Sell 'em with WORLD

LOCAL PERSONALITY SHOWS

A variety of audience-winning programs designed to tie-in your popular, local selling personalities.

Tell 'em and Sell 'em with WORLD

DRAMATIC AND MUSICAL FEATURES

You'll get immediate sponsorship of these programs that capture the mood and spirit of the times.

Tell 'em and Sell 'em with WORLD

SIGNATURES and PRODUCTION AIDS

Unique lead-ins and closings to add impact to selling messages and to stimulate sales.

Save Money! Make Money WITH

WORLD

THE ALL-PURPOSE LOCAL SALES SERVICE

Tell 'em and Sell 'em with WORLD

SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES

Sparkling, fresh, sales-winning ideas all year-round bringing added revenue to stations and more sales to sponsors.

Tell 'em and Sell 'em with

WORLD STARS

A galaxy of top musical artists, big name stars that keep sales zooming for World-Affiliates.

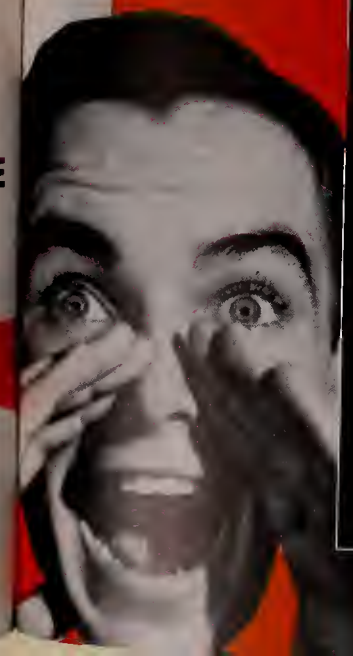
ALL PURPOSE because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service—World!

LOCAL because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a

MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World-Affiliate stations!



Let ONE Service Do The WHOLE Job At LESS Cost

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of the Frederic W. Ziv Company

488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

Month After Month After Month—The New Ideas For Vital Local Sales Are Coming From World

President.....Percy L. Deutsch
Vice-Pres.....T. J. Merson
Vice-Pres.....W. Oliver Summerlin
V.P., Treas., Asst. Secy.....Richard Rynd
Dir. of Advertising.....Leon A. Wortman
Services Offered: Complete facilities for dramatic and musical recording and transcribing; 5 air-conditioned studios and control rooms; private tape editing rooms; experienced tape editing personnel on staff. Disc mastering with Fairchild and Scully lathes; custom constructed multiple tape copying (not a printing process) for mass duplication by re-recording from original tapes and discs; manufacturers of famous A-V Tape Libraries, Inc., pre-recorded magnetic tape music.

BELL RECORDING COMPANY

112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9
President .....Daniel Cronin
Vice-President .....Allen Weintraub
Chief Engineer.....Paul Marcus
Sales Representative....Richard S. Milbauer
Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

FORD BOND RADIO PRODUCTIONS

810 RCA Bldg. W., New York 20, N. Y.
Phone: CIrcle 7-2236
See detailed listing under Program Producers.)

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11, Ill.
Phone: DElaware 7-4786
Owner-Manager .....Jack Brinkley
Services Offered: Transcriptions and phonograph records.

CAPITOL RECORDS, INC.
Studio and Recording Services Div.

5515 Melrose Ave., Los Angeles 5, Calif.
Phone: HEmpstead 7114
General Manager.....Jack Richardson
National Sales Mgr.....Clifford E. Ogden
Services Offered: Phonograph; Television; Studio Recording; TV and Slide Film.

THE CARDINAL CO.

1459 N. Seward St., Hollywood 28, Calif.
Phone: GLadstone 8444
President.....Joseph F. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott
Services Offered: Radio and TV productions, live and transcribed.

PHILLIPS-CARLIN

RKO Bldg., New York 20, N. Y.
Phone: JUdson 6-5534
Owner .....Phillips Carlin
Services Offered: Recording, Program Production, Package programs, Agency Representative, Station and Agency Consultant.

CINEMART, INC.

Exec. & Sales Offices
101 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-1562
President.....Varian M. Fry
V.P., Chief Engr.....Bernard Held
Services Offered: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900
Manager .....Arthur Shaer
Services Offered: Recording, program production, syndicated transcriptions, script, package programs, talent. (Equipped for foreign language transcriptions, including continuity, production and talent.)

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 13, N. Y.
Phone: CIrcle 5-7300
President.....James B. Conkling
Executive Vice-Pres.....Goddard Lieberson
Vice-Pres. Chg. of
Mfg. & Engrg.....James H. Hunter
Vice-President .....Adrian Murphy
Vice-President.....A. E. Satherley
Vice-Pres. Chg. of
West Coast Op.....A. J. Schrade
Vice-Pres. Chg. of Sales.....Paul J. Wexler
Secretary.....Kenneth E. Raine
Treasurer.....W. G. Wilkin
General Auditor.....Arthur S. Padgett

COLUMBIA TRANSCRIPTIONS
(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300
General Manager.....Robert J. Clarkson
Senior Sales Rep.....Alden O. Carlson
Sales Representative.....Carl Reinschild
Mgr., Order Serv. Dept.....Albert Shulman
Manager, Chicago Office.....Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.
Dir. West Coast Oper....Andrew J. Schrade
8723 Alden Drive, Hollywood, Calif.
Services Offered: Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595
Writer-Composer.....Gordon M. Day
Producer-Director .....Carol Bulkley
Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

ALFREDO ANTONINI 88*

KAY ARMEN 99*

MINDY CARSON 71*

TED DALE 99*

VIC DAMONE 95*

THE DEEP RIVER BOYS 108*

RALPH FLANAGAN 50*

AL GOODMAN 85*

DICK JURGENS 121*

EVELYN KNIGHT 143*

FRANKIE MASTERS 100*

GUY MITCHELL 30*

GLENN OSSER 76*

THE SATISFIERS 60*

DENNY VAUGHAN 30*

MARTHA WRIGHT 21*

*SEE OTHER SIDE

all this and . . .

...ROSEMARY CLOONEY, too

APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy.
The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS *"the library that pays for itself"*

Associated Program Service

151 West 46th Street, New York 19, N. Y.

Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from $19.50 per month(one year only)

★ *Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.*

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300
Mgr., Special Service.....Edward Strauss
Services Offered: Custom-built electrical transcription records.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500
President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Secretary.....John Hughes Dwyer
Services Offered: Recording, program production and packages, talent.

FRANKAY & JACKSON RECORDING STUDIOS, INC.

48 W. 48 St., New York 19, N. Y.
Phone: JUdson 6-9030
President .....Harry Jackson
Vice-President .....Frank Kay
Secy. and Treas.....Betty Jackson
Business Mgr.....Harry Jackson
Services Offered: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings. Also Tape.

FULTON RECORDING

80 W. 40 St., New York 18, N. Y.
Phone: LAckawanna 4-7188
General Manager.....Rene J. Oulmenn
Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491
Owner .....Mitchell Gertz
Talent Head.....Jack Heasley
Literary Head.....William Herndon
TV Package Head.....Leo Logan
Services Offered: Packagers of Radio and TV shows—live, transcribed, or kiniscoped. Talent and technicians for all types of production: producers, directors, set designers, writers, cameramen, actors and actresses, composers, arrangers.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131
President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV...Daniel R. Goodman
Secretary.....H. D. Knuth
Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 W. 46 St., New York, N. Y.
Phone: JU 6-5577
President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Secretary-Treasurer .....Rita Bourne
General Manager.....Harry F. Landon
Services Offered: Six medium and large studios available—12 ampes tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696
President .....George Heid
Chief Engineer.....Clare "Doc" Cypher
Musical Director.....Max Adkins
Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phones: PLaza 8-2910
Owner .....Mary Howard
Mgr. Chg. of Sales and Prom.
Betty Jane Keiuls
Office Manager.....Gretchen C. Howard
Services Offered: Recording studio, tape.

ESTELLA H. KARN

49 W. 45 St., New York, N. Y.
Phone: LUxemburg 2-2170
Owner.....Estella H. Karn
Services Offered: Recording, program production and packages.

KASPER-GORDON, INC.

140 Boylston St., Boston 16, Mass.
Phone: DEvonshire 8-7357
Pres. & Pro. Dir.....Edwin H. Kasper
Treas., Com. Dir.....Aaron S. Bloom
Office Manager.....Robert W. Graham
Services Offered: Recordings, transcriptions, production, talent, scripts, jingles, syndicated programs, package shows.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-1460
Vice-President .....Joseph Bayer
Vice-President .....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf
Ass't Secretary.....William Bayer
Eastern Sales Mgr.....Noel A. Rhys

A recipe for Station

HERE'S HOW IT TASTES:

"Even before we received shipment of the Thesaurus library we sold enough to pay for the first nine months of the library." WWOD (Lynchburg, Va.)

"We're getting a large enough talent fee from the Wayne King Serenade and The Hour of Charm to pay for your service. Wish all library services would go in for this." WMT (Cedar Rapids, Iowa)

"Sold Wayne King Serenade for 52 weeks . . . sponsor's initial step in radio after 25 years in business. Hour of Charm sold for 52 weeks on co-operative basis to 17 leading local business organizations." WLAC (Nashville, Tenn.)

KIST

"We sold Wayne King Serenade, Music by Roth and Fran Warren Show within the first week we had the library. Two are long-term contracts. Hour of Charm now sold to County National Bank." KIST (Santa Barbara, Cal.)

"Sold 15 Thesaurus shows in 60 days—46 quarter hours weekly! I really believe this is terrific. We really had something to sell. Thanks for everything in helping us get started with Thesaurus." KROS (Clinton, Iowa)

"We've sold Wayne King and Hour of Charm with enough talent fees to pay for Thesaurus—and expect to sign up Music by Roth—all by the time we receive our library. We should have bought Thesaurus sooner." KCSJ (Pueblo, Col.)

WMOK

"We've been on the air only 13 weeks and have already sold 5 Thesaurus shows. We find Thesaurus fits in very nicely with our plans to program strictly for our regional audience." WMOK (Metropolis, Ill.)

"Took just 15 minutes to sell the sponsor—the day the audition disc arrived. More shows like Hour of Charm, Wayne King Serenade, Hank Snow—and this station won't need the services of a sales manager." WLBB (Carrollton, Ga.)

"A jewelry store prospect I've been unable to 'crack' for over 2 years bought the Wayne King Serenade in one presentation—surpasses all our other 'package' shows." WSRK (Shelbyville, Ind.)

"Just sold Wayne King Serenade to the leading furniture store in northeast Pa. Just another reason why we're in our 11th year as a satisfied Thesaurus subscriber. Hour of Charm sold to appliance dealer." WARM (Scranton, Pa.)

"Today we auditioned and sold The Wayne King Serenade to Star Palace Laundry. I cannot help feel that your agency mailing had a big part in it, for the agency was definitely behind the sale of the show." WARC (Rochester, N. Y.)

"We sold The Wayne King Serenade to Dodge-Plymouth dealer, Allen Roth Show to General Electric distributor, Festival of Waltzes, Hour of Charm to furniture dealers, and Weather Jingles to a men's shop. Very pleased with these sales as all talent charges made exceed monthly rental." WGNI (Wilmington, N. C.)

KGBX

"We've sold the Hour of Charm program for 52 weeks. Your audition record was great . . . clinched the sale. 12 Thesaurus shows sold to date!" KGBX (Springfield, Mo.)

"Big mail response led Silkworth Co., appliance dealer, to boost Church In The Wildwood from 3 to 5 shows a week. Over 1,000 cook books requested on one offer." WFDF (Flint, Mich.)

WTON

"Our Thesaurus library arrived here 3 weeks ago, and without too much effort, I've managed to take in $3,176.94 in time sales and talent charges. We're well satisfied in every way with Thesaurus." WTON (Staunton, Va.)

Success . . . *Thesaurus*

THE LIBRARY THAT PAYS ITS OWN WAY!

FRAN WARREN SINGS

THE TEX BENEKE SHOW

THE SINGING AMERICANS—DR. FRANK BLACK'S MALE CHORUS CONCERT HALL OF THE AIR—ARTHUR FIEDLER VINCENT LOPEZ AND HIS ORCHESTRA

CLAUDE THORNHILL AND HIS ORCHESTRA SONS OF THE PIONEERS JOHNNY DESMOND ON THE MUSIC OF MANHATTAN

LAWRENCE DUCHOW AND HIS RED RAVEN ORCHESTRA MUSIC IN MARCH TIME I HEAR THE SOUTHLAND SINGING—GOLDEN GATE QUARTET

CHURCH IN THE WILDWOOD HERE'S JUNE CHRISTY WITH THE JOHNNY GUARNIERI QUINTET NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

RIDIN' THE RANGE OLD NEW ORLEANS—JIMMY LYTELL AND THE DELTA EIGHT RAY McKINLEY AND HIS ORCHESTRA DOWN HARMONY LANE

A FESTIVAL OF WALTZES SLIM BRYANT AND HIS WILDCATS MUSIC HALL VARIETIES

ORGANAIRES

SOLD! "Wayne King Serenade"
KSD (St. Louis) Dau Furniture Co.
KRLD (Dallas) Padgitt Bros.
WMBD (Peoria) The Schradzki Co.

SOLD! "Hour of Charm"
WWL (New Orleans) Baumer Foods, Inc.
KSTP (Minneapolis) Myndall Cain Salon
WFMJ (Youngstown, O.) Union National Bank

BASIC LIBRARY: approximately 5000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 28 program series—55 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues; open-end time, weather, commercial & shopping jingles; news, sports & feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits—mats, photos, press releases—to publicize and merchandise THESAURUS shows locally.
Catalog, card index file, storage cabinets

Phone or write for comprehensive THESAURUS brochure today!

THE NEW ERA IN *Thesaurus*

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
Contact Dept. D-30

630 Fifth Avenue
New York 20, N. Y., JUdson 2-5011
445 N. Lake Shore Drive
Chicago 11, Ill., WHitehall 4-3530
1016 N. Sycamore Ave.
Hollywood 38, Calif., HIllside 5171
522 Forsyth Bldg.
Atlanta 3, Ga., WAlnut 5948
1907 McKinney Ave.
Dallas 1, Texas, RIverside 1371

A recipe for Station Success . . . *Thesaurus*

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445 N. Lake Shore Drive
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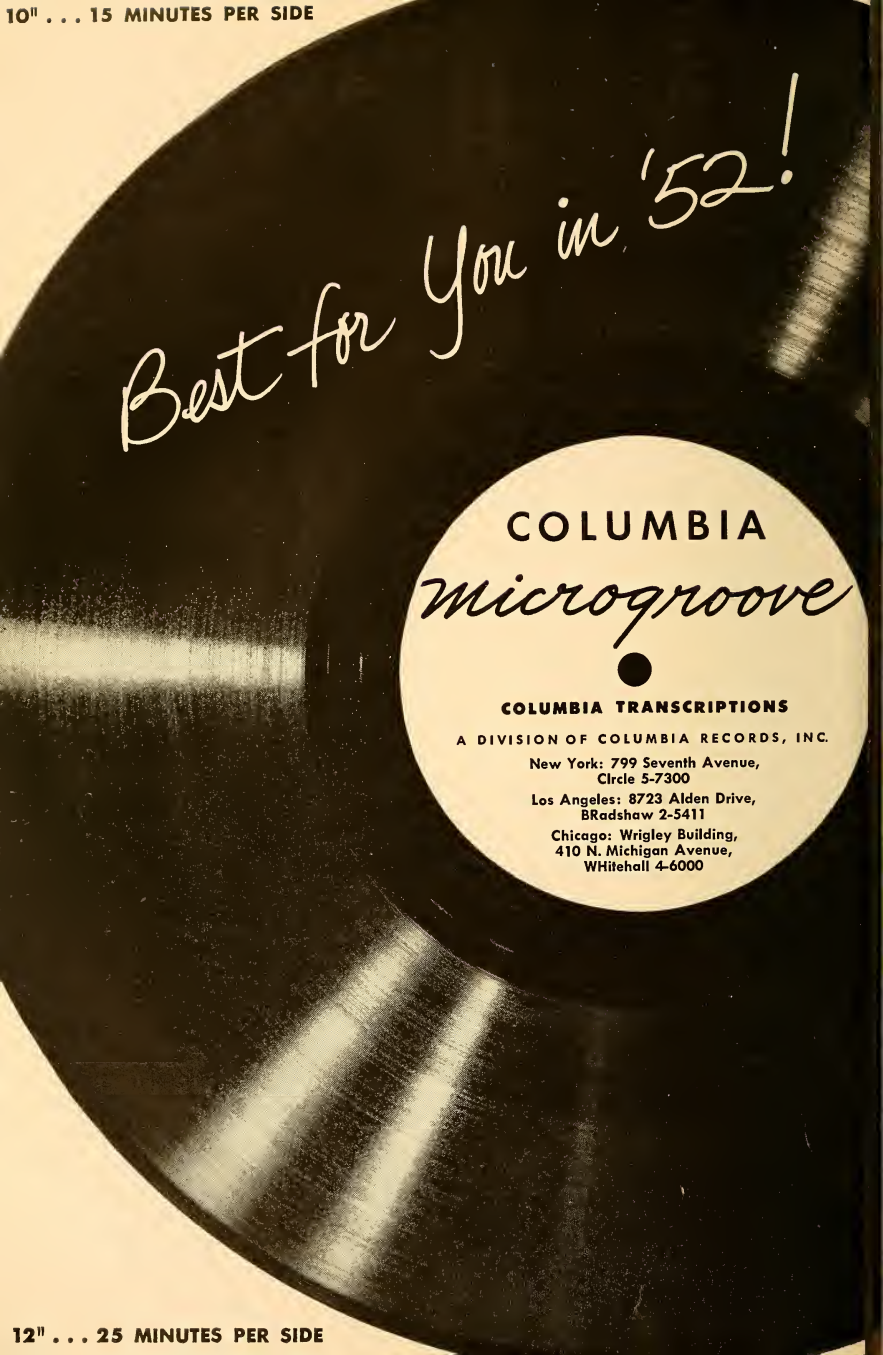
1016 N. Sycamore Ave.
Hollywood 38, Calif., HIllside 5171
522 Forsyth Bldg.
Atlanta 3, Ga., WAlnut 5948
1907 McKinney Ave.
Dallas 1, Texas, RIverside 1371

10" . . . 15 MINUTES PER SIDE



12" . . . 25 MINUTES PER SIDE

Research Director.....James A. Yergin
Office Manager.....Eve Bannier

Branch Offices
134 N. LaSalle St., Chicago 2, Ill.
Phone: STate 2-4590
Secretary-Treasurer.....Sidney J. Wolf
Dir. of Sta. Rel.....E. R. Rogers
Acc'nt & Office Mgr....Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers
Special Representative...Edwin R. Peterson
310 Citizens Bldg., Cleveland 14, O.
Phone: CHerry 4050
Mid-Western Sales.....Louis M. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1952, as in 1951, many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURES PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700
President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-Presidents Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper....Walter B. Davison
Sales Representative.....Wm. E. Young

Services Offered: Transcribed music library service for radio stations, open-end and package shows.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone:* MUrray Hill 7-3717
President.....C. P. MacGregor
Manager.....George R. Jones
Production Mgr.....Paul Quan
Eastern Sales Mgr.....Nat V. Donato

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNO RECORDING STUDIOS

37 W. 57 St., New York 19, N. Y.
Phone: PLaza 8-0759
Business Manager.....A. J. Dash
Engineer .....Howard Warren
Technician .....Ralph Friedman

Services Offered: Recording sound on film 35mm and 16mm. Complete production facilities for all phases of motion pictures—television — theatrical — non theatrical. Disc recording.

MAYFAIR TRANSCRIPTION CO.

8511 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 1-8151
Executive Vice-Pres.....B. A. Joslin
Production Manager.....Vern Carstensen
Office Manager.....Florence Jordan

Services Offered: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's "Behind the Scenes," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871
President.....Fred C. Mertens
Sales Manager.....George L .Price

Services Offered: Open-end package programs of 5 minutes and more, primarily of inspirational-educational type which render public service and create good will as well as sales.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.
Phone: CIrcle 5-4820
General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerger
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr.....Sidney Guber

Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183
Owner.....Edwin M. Webb

...EVERYTHING —

including the picture "sync"

Yes, of course GOTHAM has the latest in TV Picture Sync — film sound at transcription rates, with savings better than 40% over yesterday's methods.

Does your budget bleed at the thought of miles of raw stock wasted in *film* editing? If so, you don't have to be told about the economy of *tape* — whether a forty-two-voice lip sync chorus or one-voice off-screen narrator.

All this, plus the know-*how*, know-*when* (and NO KIDDING!) that makes GOTHAM New York's most talked-up recording outfit!

Gotham Recording Corporation

2 WEST 46th STREET, NEW YORK 36, N. Y. — JUdson 6-5577

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-4144

President .....Morton Jacobson
Sales Promotion.....Irene C. Norbut

Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999

President .....Frank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis

Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice-Pres.....Charles C. Cowley
Vice-Pres. & Treas.....John R. Andrus
Secretary.....Anna M. Kerner

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper.....Ethel W. Maclean
Vice-Pres. Chg. of Sales...Curt H. Pfenniger
Promotion Mgr.....Roger L. Thaxter

Associated Program Service Div.
Radio Libraries and TV Film

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr...Maurice B. Mitchell
Sales Mgr.....Edward Hochhauser
Service Mgr.....William H. Houghton

Production Div.

250 W. 54 St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P. & Gen. Mgr.....Alexander B. Motenko

Music Div.

151 W. 46 St., New York 15, N. Y.

V.P. & Recording Dir....Andrew M. Wiswell

Technical Research and Engineering Div.

229 Fourth Ave., New York 3, N. Y.

Vice-Pres.....Emil F. Hembrooke

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
Phone: PL 7-4870
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
General Manager.....Thomas Nola
Chief Engineer.....Stanley Bumbly

Services Offered: Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

PALMETTO BROADCASTING SYSTEM
Transcription Division of
THE HALL BROADCASTING AND TELEVISION COMPANY, INC.

Anderson, S. C.
Phone: 3802

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Sales Manager.....Paul H. Benson, Sr.

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President .....Kent Cooper
Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871

President.....George Logan Price
Sales Manager.....S. M. Lauch
Production Manager.....George Price, Jr.

Services Offered: Radio program ideas, scripts, production and services, including audience checks, inquiry-getters, and door-openers. Commercials, publicity, promotion, based on 31 years' national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011

ALLIED

Leads in Pressings

....there's a reason.....

18 years of better service have proved that Allied *Quality Control* means tops in ETs, dependability on deadlines.

Specify Allied for your transcriptions. Most top radio men do.

Write for free folder "Allied All the Way."

ALLIED

RECORD MANUFACTURING CO.

1041 N. Las Palmas, Hollywood 38, California — HO 9-5107
619 W. 54th Street, New York 19, New York — JU 2-3791

Manager.....James P. Davis
Artist & Repertoire Mgr....Herbert H. Wood
Advtg. & Prom. Mgr.....Bennett S. Rosner

Custom Record Sales Sections

Acting Manager.....James P. Davis
Chicago Manager.....A. E. Hindle
Hollywood Manager.....R. C. Bucholz
N. Y. Mgr. Orders & Service
Richard E. Bylandt
N. Y. Slide Film Rep.....Marjorie Tahaney
N. Y. Sales Rep.....James R. Cunnison
Chicago Sales Rep.....Geoffrey B. Bennett

Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
Central Sales Manager....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....George Field
Southeastern Sales Rep...Henry A. Gillespie
Central Sales Rep.....Gregory Reeser
Southwestern Sales Rep.....Robert Fender

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: HIllside 5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: LUxemburg 2-5130
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HEmpstead 3282

IF YOUR RADIO & TV DRAMATIZATIONS NEED SOUND EFFECTS & MOOD MUSIC

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY
Thomas J. VALENTINO, Inc.
DEPT. RA
150 WEST 46th STREET
NEW YORK 36, N. Y.

CANADIAN DISTRIBUTOR
Instantaneous Recording Service
42 Lombard St.
Toronto, Ont., Can.

President.....G. Howard Hutchins
Vice-Pres.-Treas.....H. Devoe Rea
Vice-Pres.-Sales.....J. Joseph Sameth
Vice-Pres.-Engineering.....H. L. Bryant
Vice-Pres.-Production.....E. F. Dummel

Services Offered: Strictly a custom recording studio. Complete facilities for tape or disc recording and processing; any size or speed. Tape duplicating a specialty. Five completely equipped studios.

REEVES SOUND STUDIOS, INC.

304 E. 44 St., New York 17, N. Y.
Phone: ORegon 9-3550

Vice-Pres.....Chester L. Stewart
Chief Engineer.....Lyman J. Wiggin

Services Offered: Recording.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President.....Stanley J. Wolf
Sales Manager.....Emanuel H. Wolf
Recording Manager.....Leo J. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
General Manager.....K. A. Jadassohn

Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

THE CHARLES E. SKINNER PRODUCTIONS

1819 Broadway, New York, N. Y.
Phone: PLaza 7-6600

Exec. Producer-Director..Charles E. Skinner
Associate Producer.....Robert Sloan
Musical Dir.-Asso. Pro.....Skitch Henderson
Film Editorial Supervisor.....Joe Josephson
Associate Producer, West Coast Rep. Albert Kelley
Treasurer.....Alexander J. Greeley
Gen. Business Mgr.....Melville Ruick
Designer .....Charles Carlotti

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television,

ALLENTOWN RECORD CO.

CONTRACT RECORD PRESSING MANUFACTURERS

SPECIALISTS IN ALL TYPES OF

LONG PLAY MICROGROOVE PRESSINGS

PRODUCTION ALSO AVAILABLE IN 45 and 78 RPM PRESSINGS. MATERIAL USABLE INCLUDES VINYLITE, NON-BREAKABLE BLACK and EXTENDED VINYLS, and BREAK-RESISTANT MATERIALS.

A CHOICE OF COMPLETE SERVICING AVAILABLE INCLUDING DUBBING FROM YOUR TAPE OR INSTANTANEOUS MASTER, METAL PROCESSING, LABELS, PRESSING, COLLATING, STORAGE and WAREHOUSING, DROP SHIPPING, ART WORK and ALBUMS.

ALLENTOWN RECORD CO., INC.

ALLENTOWN, PENNSYLVANIA

S. L. WARTELL, *President* Phone: 3-7405

theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

K. R. SMITH
(Division of)
ALLIED RECORD MFG. CO., INC.

619 W. 54 St., New York 19, N. Y.
Phone: JUdson 2-3791
Gen. Mgr.....K. R. Smith
Sales Mgr.....Peter M. Rogers
Services Offered: Manufacturer transcriptions and phonograph records.

SONG WRITERS' COOPERATIVE, INC.

2261 Earl St., Los Angeles 39, Calif.
Phone: NOrmandie 1-0845
Business Manager.....Harry Henderson
President .....Dorothea Towne
Vice-President .....Bill Cody
Secretary .....Sally Weightman
Secretary .....Bob Stifel
Music Director.....Frank Hemmerlein
Music Supervision.....Kenneth Howell

THE TEEVEE CO.

211 So. Beverly Drive, Beverly Hills, Calif.
Phone: CRestview 5-1076
President .....Gifford Phillips
General Manager.....Mark Frederic
Asst. to President.....Ludlow Flower, Jr.
Services Offered: Custom Built TV shows, film and live; spot commercials.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner.....L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47 St., New York 19, N. Y.
Phone: LUx. 2-3530
General Manager.....F. Krinen
Services Offered: Package programs and production, syndicated transcriptions, scripts, spot announcements.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974, *N. Y. Phone:* MU 4-4520
President.....J. P. Williams
Executive Vice-Pres.....Adna H. Karns
Vice-Pres. & Gen. Mgr.....John F. Hyle
New York Office
3948 Grand Central Terminal,
New York 7, N. Y.
Manager .....Claude Barrere
Services Offered: Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile

Cote," "Charles Magnante," "Curley Bradley," "The Golden Gate Quartet," and many others.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President.....Richard H. Ullman
Exec. V. P.....Robert P. Mendelson
Production Mgr.....Robert Nicholson

Services Offered: Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies, Producers of "The Beatrice Kay Show," "Jingle-Library," "Musical Tune-O," "$Dollar Derby$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

UNITED BROADCASTING COMPANY, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114
Gen. Mgr. & Chief Producer..Wm. L. Klein
Assistant Manager.....Mariland L. Fridel
Chief Engineer.....Bryan A. Wright

Services Offered: Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," "Hartz Mountain," and dramatized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing TV, sound-film recording, and slide-film work.

UNITED RECORDING LABORATORIES

1650 Broadway, New York, N. Y.
Phone: CI 7-2089, 3718
Partners.....George Adams, Anita Smith

Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282
President.....Arthur B. Hogan

Services Offered: Recordings, transcriptions.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465
President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber

UNITED RECORDING LABS.

TAPE — DISC — STUDIOS

Editing
Microgroove and United's Own
"Minigroove" Recording

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

GORDON M. DAY

jingles

Make CASH REGISTERS

jingle

Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 66 result-getting jingle and spot campaigns! Send for presentation recording and full details.

Gordon M. Day Productions

108 E. 30 St., N. Y. C. 16, ORegon 9-3595

Office Manager.....Mercedes Kelley
Controller .....Irving Steindler

Services Offered: Recording, transcriptions, package programs, masters pressing.

THOMAS J. VALENTINO, INC.

150 W. 46 St., New York 19, N. Y.
Phone: CIrcle 6-4675

President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riold

Services Offered: Recording, processing and pressing transcriptions and commercial phonograph records.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6811

Owner.....H. Dixon McCoy

Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

HAL WILSON PRODUCTIONS

442 Westbourne Drive, Los Angeles, 48, Calif.
Phone: CRestview 5-6914

Owner .....Hal Wilson

Services Offered: Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

WORLD BROADCASTING SYSTEM

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President.....John L. Sinn
Vice-President.....Frederic W. Ziv
West Coast Manager.....Maynard Marquard

Services Offered: World Program Service Library. Library programs and custom built shows.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger, Herb Gordon
Treas. & Comptroller.....Joseph L. Moore

Services Offered: Network and transcription Productions, package shows.

M·G·M Records

The Greatest Name

In Entertainment

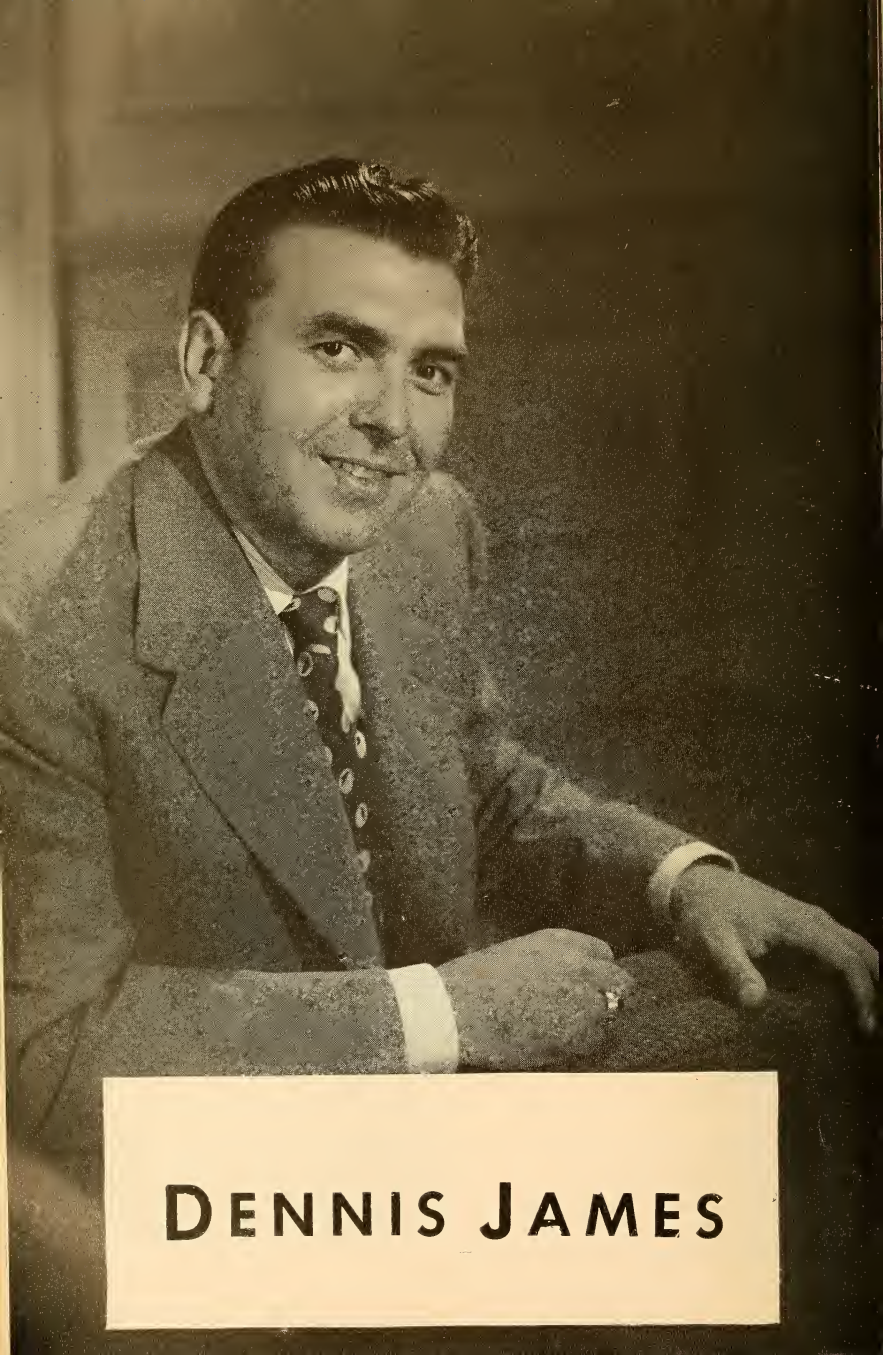
78 RPM

45 RPM

33 1/3 Long Playing Records

Leader In The Field Of

Movie Sound Track Albums



DENNIS JAMES

BEHIND THE MIKE

RADIO — TELEVISION

Artists

Vocalists

Sports Commentators

News Commentators

Disc Jockeys

Announcers — M.C.'s

Orchestra Leaders

Musical Conductors

Organists

Writers

Directors

Producers

Women Commentators

Home Economics Directors

For . . . 1951

Don Russell

DuMont

RADIO-TV ARTISTS

—their work during 1951

☆

— A —

ABBOTT & COSTELLO
Colgate Comedy Hour, NBC-TV

ABBOTT, BUD
B. Oct. 2, 1895, Atlantic City, N. J.; "Colgate Comedy Hour," NBC-TV; Motion Pictures

ADAIR, PAT
Talent Shop
WABD, New York, N. Y.

ADAMS, MASON
Pepper Young's Family
NBC

ADAMS, SUSAN
Universal Homemaking Kitchen Fare
Du Mont

ADLER, WILLIAM
Not For Publication
Du Mont

AGEE, RAY
Jumpin' Jacks
WKBV, Richmond, Ind.

AHERN, JANET
Quiz Kids
CBS-TV

ALEXANDER, JOAN
Perry Mason
CBS

ALLEN, BILL
Carolina Barn Dance
WFAI, Fayetteville, N. C.

ALLEN, FRED
Colgate Comedy Hour
Chesterfield Sound-Off Time
NBC-TV

ALLEN, GEORGE
Man Of The Week
CBS-TV

ALLEN, GRACIE
B. 1906, San Francisco, Calif.; George Burns & Gracie Allen Show, CBS-TV

ALLEN, JACK
The Jack Allen Show
WFUR, Grand Rapids, Mich.

ALLEN, ROSALIE
Prairie Stars
WOV, New York, N. Y.

ALLEN, STEVE
Steve Allen Show, Songs For Sale, CBS-TV

ALLISON, FRAN
Kukla, Fran and Ollie
NBC-TV

ALLISON, JONE
Guiding Light
CBS

AMES, FLORENZ
Adventures of Ellery Queen
Du Mont

AMSTERDAM, MOREY
Breakfast with Music, WNBT; Decca Records

ANDERS, GORIE
Ken Murray Show
CBS-TV

ANDERSON, EDDIE "ROCHESTER"
B. Sept. 18, 1905, Oakland, CBS; Jack Benny TV Show, CBS-Calif.; The Jack Benny Show, TV

ANDERSON, RAY
WHTN, Huntington, W. Va.

ANDREWS, ABBIE & HIS CANADIAN RANCH BOYS
CKTB, St. Catharines, Ont., Canada

ANDREWS, CAMERON
Double C. Canteen
WABD, New York, N. Y.

Can You Spare a Little Blood?

Contact the Red Cross.

It May Save a Life!

Eddie Cantor

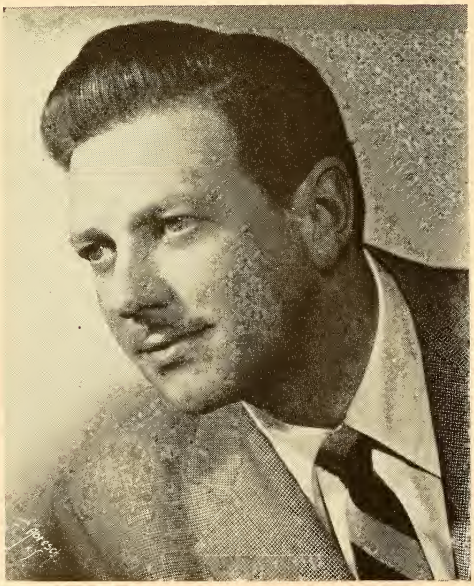
JAN MURRAY

Radio-TV Guest Appearances
James Melton's Ford Festival
The Kate Smith Evening Hour
The Big Show

Bookings: M.C.A.
Management: JACK BERTELL

MIMI BENZELL

Radio-TV Guest Appearances
Toast Of The Town
Paul Whiteman Revue
The Railroad Hour
And Others
Management: JACK BERTELL



EARL WRIGHTSON

Starring Weekly on:

The At Home Show — ABC-TV
The Paul Whiteman Revue— ABC-TV

Musicland, U.S.A. — CBS Radio

Personal Management:
Jack Bertell
Don Coplin — Associate
745 5th Ave., N. Y. 22, N. Y.

APACHE TRAILBLAZERS
Trailblazers
WKRT, Cortland, N. Y.
ARBOGAST, BOB
WMAQ, Chicago, Ill.
ARCHER, GENE
WNBW, Washington, D. C.

ARDEN, EVE
B. Mill Valley, Calif.; Star of "Our Miss Brooks," CBS

ARIZONA, JOHNNIE
Western Star Time
KXOC, Chico, Calif.
ARIZONA TRAIL HANDS
KBRS, Springdale, Ark.
ARLEN, MARGARET
Margaret Arlen Hostess
CBS-TV
ARNAZ, DESI
I Love Lucy
CBS-TV
ARNO, SIG
My Friend Irma
CBS-TV
ARO, BOBBY
Vagablond Troubadour
WHLB, Virginia, Minn.
ARTHUR, JACK
Jack Arthur Show
NBC
ATCHER, RANDY
T Bar V
WHAS-TV, Louisville, Ky.
ATKINS, JIM
Saddle Pal Club
WJZ-TV, New York, N. Y.
AUSTIN, DON
WHOW, Clinton, Ill.

AUTRY, GENE
Gene Autry
CBS-TV
AYRES, LEW
Story of Doctor Kildare
(MGM)
MBS

— B —

BABY RAY
Rhythm Ranch
WMRC, Greenville, S. C.
BAILEY BROS.
WPTF, Raleigh, N. C.
BAILEY, GENE
"Songs of The Hills"
WWYO, Pineville, W. Va.
BAIN, BUDDY
Buddy Bain Show
WCMA, Corinth, Miss.
BAKER, ANCIL
KFSA, Ft. Smith, Ark.
BAKER, ART
You Asked For It
Du Mont
BAKER, BILL
Hillbilly Jamboree
WEBQ, Harrisburg, Ill.
BAKER, DICK
680 Jamboree
WPIN, Clearwater, Fla.
BAKER, JACK
Jack Baker Show
NBC
BAKER, PHIL
$64 Question
NBC
BALL, LUCILLE
I Love Lucy
CBS-TV

BALLARD, KAY
The Henry Morgan Show
NBC-TV
BALLEW, FRANK
Announcer-Engineer
WMNC, Morganton, N. C.
BANCROFT, GIFFING
The Big Question
CBS-TV
BANKHEAD, TALLULAH
The Big Show
NBC
BANKS, JOHN
Western Requestern
KRDU, Dinuba, Calif.
BAR B. Q. BILL
Homefolk's Jamboree
KVAN, Vancouver, Wash.
BARBER, CHARLIE AND HIS BAND
KALG, Alamogordo, N. M.
BARKER, DWIGHT
"Melody Boys"
WSIC, Statesville, N. C.
BARNES, WAYNE
The Old Corral
KGPH, Flagstaff, Ariz.
BARNEY, MARION
Pepper Young's Family
NBC
BARRETT, ART
Tidewater Hoedown
WSAP, Portsmouth, Va.

BARRIE, WENDY
ABC, CBS, NBC

BARRY, JIM
Pacific Serenade
KIEM, Eureka, Calif.

GEORGE BURNS AND GRACIE ALLEN

CBS-TV

Every Other THURSDAY

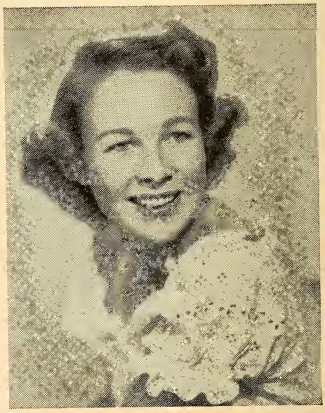
for

CARNATION EVAPORATED MILK

ARLENE FRANCIS

JAY JOSTYN
"Mr. District Attorney"

BILL CULLEN



WENDY BARRIE

Management: MARTIN GOODMAN
65 West 54th St., N. Y. C.
JU 6-1180

BARRY, NICK
Hillbilly Show
WCMW, Canton, Ohio

BARRYMORE, LIONEL
Story of Doctor Kildare
(MGM)
MBS

BARTLETT, TOMMY
B. Milwaukee, Wis.; "Welcome Travelers," NBC; Hi-Ladies TV, WGN-TV

BARTON, CLARA MAE
WHOW, Clinton, Ill.

BARTON, JOHN
WHOW, Clinton, Ill.

BARTY, BILLY
B. Pa.; James Melton Show, NBC-TV· Ken Murray Show; Steve Allen Show; Fred Waring Show; Frank Sinatra Show; CBS-TV; Your Pet Parade (26 weeks), ABC-TV; Milton Berle Show, NBC-TV

BASS, DUG
Radio Ranch Hands
WALT, Tampa, Fla.

BAUM, CLYDE
Clyde Baum & His Bayou Boys
KALB, Alexandria, La.

BEAN, LOIS AND BETTY
The Rangerettes
KVSM, San Mateo, Calif.

BEASLEY, IRENE
Grand Slam, CBS

BECK, JACKSON
B. July 23, 1912, New York, N. Y.; Space Cadet, ABC, ABC-TV; Mark Trail, ABC; F.B.I. In Peace And War, CBS; Gabby Hayes, MBS; Barrie Craig, NBC; Paramount Newsreel

BECKER, MONA
Kids And Company
Du Mont

BECKER, SANDY
Young Dr. Malone
CBS

BECKETT, RON & DOUB
"Ranger's Cabin"
CKNW, New Westminster, B. C., Canada

BEERS, BETTY
"Haylot Hattie"
WEAB, Greer, S. C.

BELEW, MELVIN
Kornfield Karnival
KMAE, McKinney, Texas

BELL, LLOYD
Tennessee Sweethearts
WSVA, Harrisonburg, Va.

BELLAMY, RALPH
Man Against Crime
CBS-TV

BELLAMY, VIC
WLW, WLW-T, Cincinnati, O.

BELTRAMI ROUNDUP
KBUN, Bemidji, Minn.

BENADARET, BEA
Meet Millie, CBS
Burns & Allen, CBS-TV

BENDIX, WILLIAM
The Life of Riley
NBC

BENNETT, "BING"
Hymntime
WLOS, Asheville, N. C.

BENNY, JACK
B. Feb. 14, 1894, Waukegan, Ill.; The Jack Benny Television Show, CBS-TV; Jack Benny Show, CBS-KNX

BENZELL, MIMI
B. April 6, 1924, Bridgeport, Conn.; Pet Milk Summer Revue, NBC; Guest "Railroad Hour," NBC; Guest "Toast Of The Town," CBS-TV; Guest "Paul Whiteman Revue," ABC-TV; Guest "Cavalcade Of Stars," DuMont; Guest "Songs For Sale," CBS-TV

BERCH, JACK
Jack Berch Show
NBC

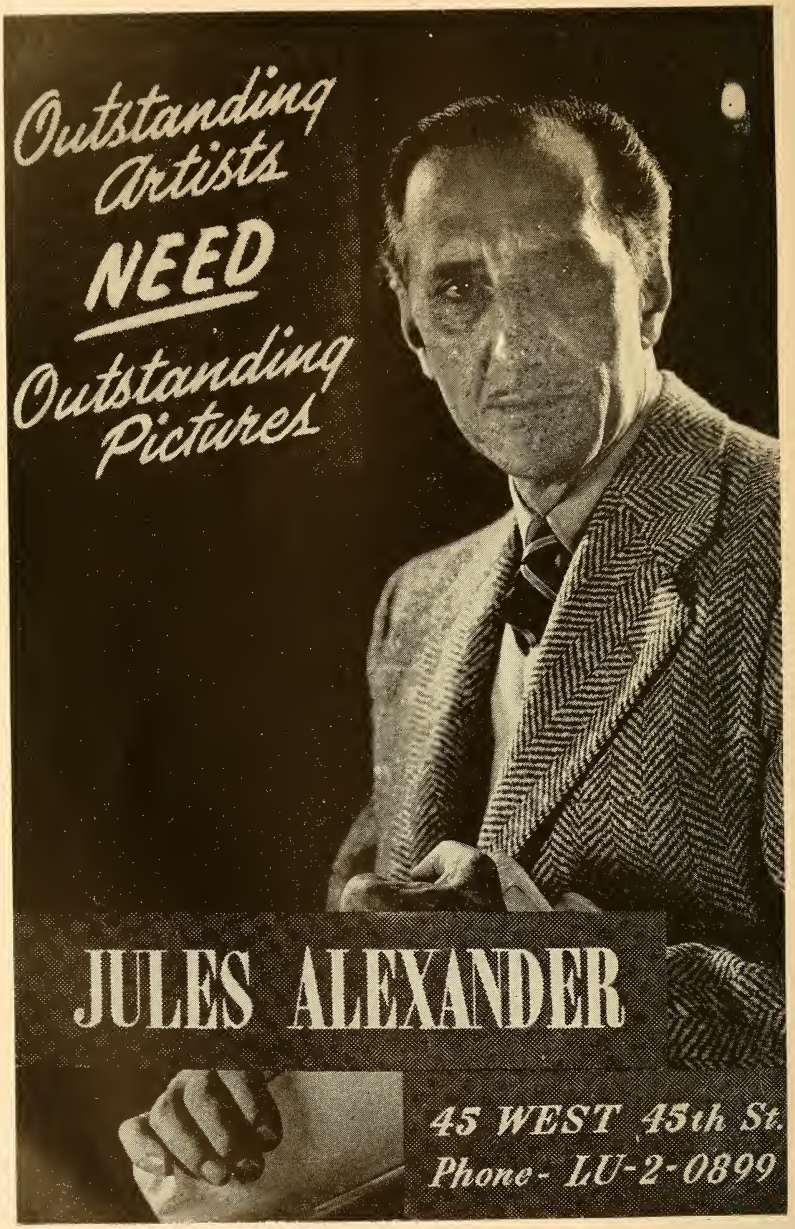
BERG, GERTRUDE
The Goldbergs, NBC-TV

BERGER, CURLEY
Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

BERLE, MILTON
Texaco Star Theatre, NBC-TV

BERLIN, IRVING
Irving Berlin's Salute to America, NBC-TV

JUDY CANOVA


Outstanding Artists
NEED
Outstanding Pictures
JULES ALEXANDER
45 WEST 45th St.
Phone - LU-2-0899

BERQUIST, WHITEY
Musicana
NBC

BERRY, DALE
Dale And The Blues
KTER, Terrel, Texas

BICHON, ED
Duffy's Tavern
NBC

BILL, CHUCK
Breakfast Frolic
WJJD, Chicago, Ill.

BILLINGSLEY, SHERMAN
Stork Club
CBS-TV

BISHOP, BOB
Golden Eagle Time
KAFF, Petaluma, Calif.

BLAKE, RANDY
Suppertime Frolic
WJJD, Chicago, Ill.

BLOCK, HAL
What's My Line
CBS-TV

BLUE GRASS ERVIN
Jamboree
KGMB, Honolulu, Hawaii

BLUE RIDGE RAMBLERS
WUSN, Charleston, S. C.

BLUERIDGE RAMBLERS
WKBC, N. Wilkesboro, N. C.

BLUE SKY TRIO
Noontime Jamboree
WVMC, Mt. Carmel, Ill.

BOB AND RAY
The Bob and Ray Show
NBC-NBC-TV

BOND, DALLAS
Dallas Bond
WILE, Cambridge, Ohio

BOGGS, LUCKY & BAND
GOSPEL TONES QUARTET
WNXT, Portsmouth, Ohio

BOLDT, VIC
Polka Time
KVIC, Victoria, Texas

BORGE, VICTOR
The Victor Borge Show
NBC-TV

BOULETTE, WILLIAM
Kove Ranch Time
KOVE, Lander, Wyo.

BOULTON, MILO
Shoppers' Corner
WABD, New York, N. Y.

BOWES BROS.
The Bowes Bros.
WDVA, Danville, Va.

BOWMAN, JERRY
Hi Neighbor
WERE, Cleveland, Ohio

BOWMAN, LEE
Adventures Of Ellery Queen
Du Mont

BOYD, BILL
Bill Boyd Show
WRR, Dallas, Texas

BOYD, JIM
Parade of Western Hits
WFAA, Dallas, Texas

BOYD, LLOYD
The Singing Ranger
CKCL, Truro, Nova Scotia, Canada

BOYD, WILLIAM "HOPPY"

B. June 15, 1898, Cambridge, Ohio; "Hopalong Cassidy," CBS

BOYS—II DOUBLE
Western Roundup
KEEN, San Jose, Calif.

BRAGG, NELSON
Hayloft Jamboree
WCOP, Boston, Mass.

BRAHAM, HORACE

Radio, TV, Stage, Screen

BRAND, OSCAR
Folksong Festival
WNYC, New York, N. Y.

BRASFIELD, ROD
Grand Ole Opry
NBC

BRAY, CURLY
Buddies Of Airlanes
WHBF, WHBF-TV, Rock Island, Ill.

BREIMER, LARRY
Crazy Cowboy
KTBI, Tacoma, Wash.

BRENNAN, WALTER
You Can't Take It With You
NBC

BRESSLER, SAM
TV Ranch
WSPD-TV, Toledo, Ohio

BRICKHOUSE, JACK
Saturday Night At The Garden, Du Mont

BRIGGS, BILLY
Xit Boys
KGNC, Amarillo, Texas

EVE ARDEN

"OUR MISS BROOKS"

CBS

BUD ABBOTT and LOU COSTELLO

Exclusive Management
EDWARD SHERMAN

Jack Carson

Management
Frank Stempel
Hollywood, Calif.

BRIGGS, SALLY
Sally Briggs Show
KWTO, Springfield, Mo.

BRIMMER, J. ALLEN
RFD 790 Jamboree
WLBE, Leesburg, Fla.

BRINKLEY, J. B.
"Barn Dance"
WBAP-TV, Fort Worth, Texas

BRITTON, CAPT. BILL
"Old Ship of Zion"
WPCF, Panama City, Fla.

BRONSON, MARILYN
"The Marilyn Bronson Show"
KTBC, Rustin, Texas

BROOKER, JIM
"Cactus Jim's Talent Ranch"
WTVJ, Miami, Fla.

BROOKS, TOM "CACTUS"
T Bar V
WHAS-TV, Louisville, Ky.

BROUSSARD, BRUCE
Roundup Time
WAFB, Baton Rouge, La.

BROWN, CHUCK
Barn Dance Time
WSWN, Belle Glade, Fla.

BROWN, DICK
Stop The Music, ABC; Family Circle, ABC; Dick Brown Show, WABD; This Is Show Business, CBS-TV; Fashion Magic, CBS-TV; Langworth & World Transcriptions

BROWN, DOUGLAS
KNEL, Brady, Texas

BROWN, HUDIE
Cuzzin Al
WDAK, Columbus, Ga.

BROWN, VIRGE
Cornbread Matinee

BROWN, WALLY
Ford Festival
NBC-TV

BROWNE, RUSSELL A.
"Mountain Music"
WRNY, Rochester, N. Y.

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y.; "Doc" Gambleon, NBC; "Fibber McGee And Molly," NBC; "Great Gildersleeve," NBC

BRYAN, CHICK
"Saturday Farm Gang"
KHQ, Spokaane, Wash.

BRYAN, HARRY
Lone Cowboy
WTJS, Jackson, Tenn.

BURGUIERE, BILLY
Billy Burguiere Trio
WLNA, Peekskill, N. Y.

BURKHARDT, KEN
Hillbilly Hit Parade
KSIM, Sikeston, Mo.

BURNS, GENE
KNEL, Brady, Texas

BURNS, GEORGE
B. January 10, 1896, New York, N. Y.; George Burns & Gracie Allen Show, CBS-TV

BURROUGHS, CHARLES
The Burroughs Sing
WPAR, Parkersburg, W. Va.

BURROWS, BUD
Bud Burrows Show
KGA, Spokane, Wash.

BUTLER, DAWS
Time For Beany
CBS-TV

BUTLER, FRANK
Mr. Chameleon
CBS

BYRD, PAUL
Paul Byrd Show
WCKB, Dunn, N. C.

— C —

CAESAR, SID
Your Show of Shows, NBC-TV

CAFFREY, JULANN
Woman's Club
Du Mont

CAL DUSTY WITHAM AND BONNIE
Dusty & Bonnie
WWNH, Rochester, N. H.

CALDWELL, JIM
Record Roundup
KWED, Seguin, Texas

BOB CROSBY

"Club 15" Show

CBS Network

•

Capitol Records

ARTHUR GODFREY

PAUL
WINCHELL
AND
JERRY
MAHONEY

★

MANAGEMENT—COUNSEL
GOLDFARB, MIRENBURG & VALLON
RKO BLDG. — N. Y. C.

★

PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS
AGENCY

CALVERT, CHARLES
Broadway's My Beat
CBS

CAMARGO, RALPH
Gang Busters, CBS; FBI In Peace And War, CBS; My True Story, Modern Romances, ABC; Pepper Young, Hollywood Love Story, NBC; Treasury Agent, NBC-TV; The Web, CBS-TV; Suspense, CBS-TV

CAMPBELL, ALEX
Campbell's Corner
WASA, Havre De Grace, Md.

CAMPBELL, ARCHIE
Country Playhouse
WROL, Knoxville, Tenn.

CAMPBELL, CLYDE
Bobby Benson Show
MBS

CAMPBELL, PATSY
Second Mrs. Burton
CBS

CANOVA, JUDY
(See Vocal Artists)

CANTOR, CHARLIE
Duffy's Tavern
NBC

CANTOR, EDDIE
B. January 31, 1892, New York, N. Y.; Colgate Comedy Hour, All Star Revue, NBC-TV; Philip Morris Radio Show, The Eddie Cantor Show, The Big Show, NBC

CAPLINGER, WARREN
Trading Post
WKNA, Charleston, W. Va.

CARD, NORMAN R.
Rhythm Ranch
WLAM, Lewiston, Maine

CARL, CLIFF
Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

CARLISLE, BILL
Tennessee Barn Dance
WNOX, Knoxville, Tenn.

CARLON, FRAN
Big Town
NBC

CARNEY, ART
The Henry Morgan Show
NBC-TV
Cavalcade of Stars
Du Mont

CAROLINA DRIFTERS
Saturday Merry Go Round
WANS, Anderson, S. C.

CAROLL, FRANCINE
Small Fry Club
Du Mont

CARPENTER, GENE
Cliff, Curley & Gene—Saturday Farm Gang
KHQ, Spokane, Wash.

CARROLL, JIMMY
Most Important People
Du Mont

CARROLL, RITA
Most Important People
Du Mont

CARSON, JACK
B. October 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV; Colgate Comedy Hour, NBC-TV

CARTER, JACK
The Jack Carter Show
NBC-TV

CASILE, JINGLE JOE
The Big Top
CBS-TV

CASSEL, ARTHUR
B. April 18, 1941, New York; Kraft; One Man's Family; James Melton Show; Eddie Cantor Show; NBC-TV. Casey, Crime Photographer; Studio One; CBS-TV

CASSEL, SID
Robert Montgomery Presents; Cameo Theater; NBC-TV. Danger; Man Against Crime; Studio One; CBS-TV. Pulitzer Prize Playhouse; ABC-TV

C-BAR-D SWINGBILLIES
WAGE, Syracuse, N. Y.

CESANA, RENZO
The Continental
CBS-TV

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHANDLER, JEFF
Our Miss Brooks
CBS

CHILDRESS, ALVIN
Amos 'N' Andy
CBS-TV

GERTRUDE BERG

AND

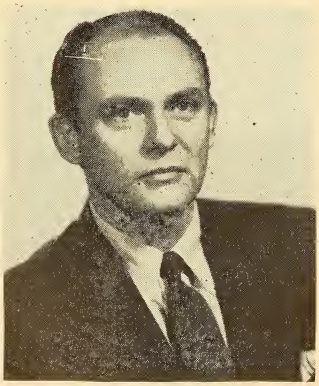
THE GOLDBERGS

Exclusive Representation

TED ASHLEY ASSOCIATES

Ed and Pegeen Fitzgerald

T V Too!



LEE COOLEY
CREATES AND PRODUCES
THE PERRY COMO SHOW
for
CHESTERFIELD CIGARETTES
Management, General Artists Corporation

SYDNEY SMITH
MISTRESS OF CEREMONIES
COMMENTATOR
ACTRESS
Represented by Lester Shurr

CHRISTY, KEN
The Great Gildersleeve
NBC
Meet Corliss Archer
CBS-TV
CIRCLE BAR BOYS
WBAT Jamboree
WBAT, Marion, Ind.
CIRCLE JOY RANCH BOYS
CJOY, Guelph, Ont., Canada
CIVILS, HERMAN B.
"Carolina Jamboree"
WFTC, Kinston, N. C.

CLARK, LON
Nick Carter Show
MBS

CLARK, WILLIAM
"Denver Bill Show"
WFMJ, Youngstown, Ohio
CLAUDE ALLANE
TROUBADORS
WJNC, Jacksonville, N. C.
CLAY, PATSY
Radio Rodeo
WOAI, San Antonio, Texas
CLEM, THE COUNTRY BOY
Cabin In The Corn
WARA, Attleboro, Mass.
CLEMENTS, ZEKE
WAFM-TV, Birmingham, Ala.
CLINE, EZRA
Lonesome Pine Fiddlers
WHIS, Bluefield, W. Va.
CLYDE & PAL
Clyde & Pal Show
KGA, Spokane, Wash.
C. N. R. A. TRIO
After Supper Breakdown
CKCL, Truro, Nova Scotia, Canada
COBB, BUFF
Mike And Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows
NBC-TV

COLLIE, BIFF
"Collie's Corral"
"Houston Hoedown"
KNUZ, Houston, Texas
COLLIER, LOIS
Boston Blackie
NBC-TV
COLLINS, MARY
Double C Canteen
WABD, New York, N. Y.
COLLINS, TED
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV
COLMAN, RONALD
Mr. & Mrs.—The Halls of Ivy
NBC
CONWAY TOM
The Saint
NBC
COOK, BOB
WPTW, Piqua, Ohio
COOK, CHARLIE
Country Boy
WSSB, Durham, N. C.
COOK, DICK
Southern Tier Jamboree
WLEA, Hornell, N. Y.
COOK, FRED
KFSB, Joplin, Mo.
COOK, JACK
Handy Andy
WNOK, Columbia, S. C.
COOK, JOE
Harmony Hayride
KGGF, Coffeyville, Kans.
COOK, LOIS
Harmony Hayride
KGGF, Coffeyville, Kans.
COOK, PAT
The Pat Cook Show
KSTL, St. Louis, Mo.
COOK, ROBERT
Texas Saddle Pals
WPAR, Parkersburg, W. Va.

COOLEY, SPADE
B. Grand, Oklahoma; Spade Cooley TV Show, KTLA, Paramount; Decca Records; Santa Monica Ballroom; Motion Pictures; Standard Transcriptions

COONS, JOHNNY
Panhandle Pete & Jennifer
NBC-TV
COOPER, STONEY
Jamboree Matinee
WWVA, Wheeling, W. Va.
CORBET, LOIS
Meet Corliss Archer
CBS-TV
CORTEZ, CARLOS
Western Tune Time
KDIA, Auburn, Calif.

COSTELLO, LOU
B. March 6, 1906, Paterson, N. J.; "Colgate Comedy Hour," NBC-TV; Motion Pictures

MARY
MARGARET
McBRIDE

ABC NETWORK
WGN-CHICAGO

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HENRY C. ROGERS WARREN COWAN

ROGERS & COWAN

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15 East 58th St.
Eldorado 5-5000

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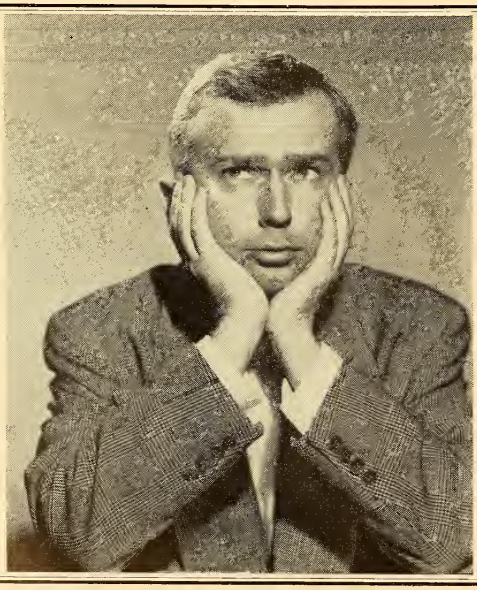
Director of Radio and Television:
Milton Weiss
226 North Canon Drive
CRestview 5-4581



JACKIE

KELK

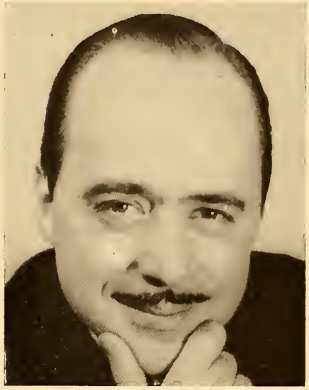
COTHE, BONNIE SUE
Saddle Pals
KCHI, Chillicothe, Mo.

COTSWORTH, STAATS
B. Feb. 17, 1908, Oak Park, Ill.; "Mark Trail," ABC; "Front Page Farrell," NBC; "Lone Journey," ABC

COUGHLIN, FRANCIS
Down You Go
Du Mont
COUNTRY BOY
WGBA, Columbus, Ga.
COUNTRY NEIGHBORS
WIMA, Lima, Ohio
COURTLEIGH, ROBERT
Miss Susan
NBC-TV
"COUSIN CLARE"
Cowboy Capers
WNER, Live Oak, Fla.
COUSIN LEE
Western CL Ranch Roundup
WCOJ, Coatesville, Pa.
COUSIN WILBUR & BLONDIE BROOKS
KWFT, Wichita Falls, Texas
COUSIN ZEKE
Virginia Valley Boys
WMEV, Marion Va.
COVERT, TED
Round Up Time
WATH, Athens Ohio
COWBOY IRBY
Soap 'n The Saddle
KELT, Electra, Texas
COX, JIMMY
Jimmy Cox Show
KCSJ, Pueblo, Colo.
COX, RICHARD
Harvest Time
WSAZ, Huntington, W. Va.
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.
COY, CINDY
Cindy Coy Show
WPDX, Clarksburg, W. Va.
CRACKER, JIM
Cracker Jim
WMIE, Miami, Fla.
CRAIGHILL, MAC
Camp Altruria Hoedown
WCHV, Charlottesvile, Va.
CRANE, GENE
The M & M Candy Carnival
CBS-TV
CRAVEN, JOHN
The Egg And I
CBS-TV
CRAVER, CAMPBELL
Hillbilly Hit Parade
WMON, Montgomery, W. Va.
CRAWFORD, BOB
Bob Crawford Show
WBAP, Fort Worth, Texas
CROCKER, CHARLES
KFBI, Ranch Boys
KFBI, Wichita, Kans.
CRONE, WILD BILL
CKOY Party Line
CKOY, Ottawa, Ont., Canada

CROSBY, BOB
August 23, 1913, Spokane, Wash.; Star of Club 15, CBS

CROSBY, FOY
Dixie Jamboree
WPDQ, Jacksonville, Fla.
CROSS, ELWIN
Elwin Cross
KYNO, Fresno Calif.



WILLIAM KEENE

RADIO — TV

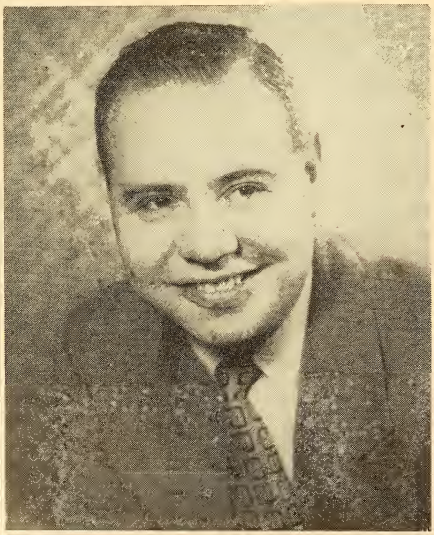
Slide Films

Columbia Recording Artist

LExington 2-1100

DORIS McWHIRT *and* LAWSON ZERBE

SU. 7-5400



JACKSON BECK

ACTOR — ANNOUNCER
NARRATOR
MARK TRAIL — SPACE CADET
AM-TV

MU. 8-6600

CROSS, GEORGE
Sagebrush Melodies
WEXL, Royal Oak, Mich.

CULLEN, BILL
It Happens Every Day
CBS

CULLERS, TEX
Round-Up Time
WATA, Boone, N. C.

CUMBERLAND MOUNTAIN BOYS
WWNC, Asheville, N. C.

CUMMINS, RAY
Carolina Hayride
WMBL, Morehead City N. C.

CUZZIN LEM
Cuzzin Lem Show
WQXI, Atlanta Ga.

— D —

DALY, JOHN
What's My Line
CBS-TV

DANTINE, HELMUT
Shadow Of The Cloak
Du Mont

DAGMAR
Broadway Open House
NBC-TV

DAHLVIG, JOE
WLDY, Barn Dance
WLDY, Ladysmith, Wis.

DAHMS, WALLY
Dude Ranch Party
KLER, Rochester, Minn.

DAMON, LES
The Falcon
NBC

DANDRIDGE, RUBY
Beaulah
CBS

DANIELS, TEX
Lazy H. Ranch
WAAM Baltimore Md.

DARDEN, MARYBELLE
Marybelle's Chickens
WTAR, Norfolk, Va.

DARNEY, TONI
Just Plain Bill
NBC

DAVIES, GWEN
Let's Pretend
CBS

DAVIS, BETTE
Woman Of The Year (MGM)
MBS

DAVIS, BILL
Sheriff Davis
WLOW, Norfolk, Va.

DAVIS, LON
Dixie Festival
WBGR, Jesup Ga.

DAVIS, O. L.
Band Leader
WNGO, Mayfield, Ky.

DAWN, HAZEL
Fairmeadows USA
NBC-TV

DAWSON, CURLEY
Ozark, Playboys
KCON, Conway, Ark.

DAY, JACK
The Jack Day Show
WNAR, Norristown, Pa.

DEER VALLEY BOYS
WLPO, La Salle, Ill.

DENKEMA, EDDIE
Cousin Ed Show
WGRD, Grand Rapids, Mich.
KFEQ, St. Joseph, Mo.

DEVINE, ANDY
Wild Bill Hickok
MBS

DE VOL, FRANK
(See Orchestra Leaders)

DeWITT, DAVE
Denver Dude's 3 Hour Morning Commotion
WWXL, Peoria, Ill.

DIAMOND BROTHERS
WFBG, Altoona, Pa.

DIAMOND BROTHERS
WRTA, Altoona, Pa.

DILLON, GENE
Western Hayride
WCMW, Canton, Ohio

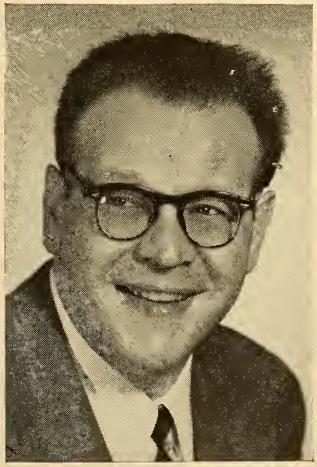
DIXIE HARMONAIRES
Dixie Harmonaires
WTNS, Coshocton, Ohio

DIXIE PLAYBOYS
WUSN, Charleston, S. C.

DIXIE REVELERS
Hillbilly Jamboree
WYML Biloxi, Miss.

DIXIELAND PLAYBOYS
WBBB, Burlington, N. C.

DIXON, BOB
B. April 8, 1911, Stamford, Conn.; Sheriff Bob Dixon Show, Du Mont TV; Perry Mason, CBS;



CHARLES IRVING
LE. 2-1100

HOLLIS IRVING
LE. 2-1100

BRYNA
RAEBURN

•

RADIO REGISTRY

LES (CARROT TOP)
ANDERSON

"CARROT TOP
ANDERSON"
T.V. Show

•

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Hollywood 28, Calif.
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Edward R. Murrow, CBS; Life Can Be Beautiful, NBC; Double C Canteen, WABD

DIXON, ROY
Top of the Trail
KTRM, Beaumont Texas

DONLEVY, BRIAN
Dangerous Assignment
NBC

DORNHUBER, HENRY
Farmers Roundup
WCVA, Culpeper, Va.

DOUGLAS, SCOTT
Sam Spade, CBS; Black Hood, MBS; The Batman, MBS; Young Dr. Malone, CBS; Hallmark Playhouse, CBS; Stars Over Hollywood, CBS; Aunt Mary, NBC

DOWDY, TOBY
WRUF, Gainesville, Fla.

DOWN, HOMERS
WTIC, Hartford, Conn.

DOWNEY, MORTON
10th Year for Coca-Cola

DOYLE, LEN
Mr. District Attorney
NBC

DRAKE, BETSY
Mr. & Mrs. Blanding
NBC

DRAKE, BILL
Dude Ranch
KEEN, San Jose Calif.

DRAKE, JIMMY
WWGS, Tifton, Ga.

DRAPER, MARGARET
Brighter Day
CBS

DUNCAN, COYAL
Dusty Duncan
KXOB, Stockton, Calif.

DUNCAN, TOMMY
Tommy Duncan Show
KTRB, Modesto, Calif.

DUDE FELLOWS
Fellows Brothers
KMMO, Marshall, Mo.

DUDES, DIXIE
The Dixie Dudes
WPTF, Raleigh, N. C.

DUFRANE, AL
Bunkhouse Bucaroos
WICY, Malone, N. Y.

DUKE, TOMMY
Country Store
WULA, Eufaula, Ala.

DUMONT, MARGARET
My Friend Irma
CBS-TV

DUNCAN, DOPEY
Crossroads Store
WKAP, Allentown, Pa.

THE DUNIGANS
WJTN, Jamestown, N. Y.

DUNNE, STEVE
Adventures of Sam Spade
NBC

DURANTE, JIMMY
Feb. 10, 1893, New York, N. Y.; All Star Revue, NBC-TV; Motion Pictures; Radio; Records—Jimmy Durante Music Publ. Co., Inc.

DUSTY RIVERS & THE WAGONMASTERS
KCJB, Minot, N. Dak.

DYTCH, HARVEY
Quiz Kids
CBS-TV

— E —

EADIE, BOB
Bob Eadie Show
CKSF, Cornwall, Ont., Canada

EAGER, CLAY
WLOK, Lima, Ohio

EANES, JIM
WBTM, Danville, Va.

EDWARDS, DOUGLAS
CBS News With Douglas Edwards
CBS-TV

EDWARDS, SAM
Meet Corliss Archer
CBS

EGGLESTON, SHIRLEY
Dec. 14, Cleveland, Ohio; One Man's Family, NBC-TV; Tales Of Tomorrow, ABC-TV; Cosmopolitan Theater, Dumont; Rogue's Gallery, ABC; My True Story, ABC; Modern Romances, ABC; Newsstand Theater, ABC; Cathedral Films Of Hollywood

EICHER, SHORTY
Silver Creek Rambler
WARD, Johnstown, Pa.

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ESTHER RALSTON
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ILONA MASSEY

WILLIAM GARGAN

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SAMPLE, INC.

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MAGGI McNELLIS

"Leave It To The Girls" NBC-TV
"Say It With Acting" ABC-TV
"What's Playing?" ABC-TV

JEAN HERSHOLT

"Dr. Christian"

15th Year

C. B. S.

EISENBERGER, JOHN
Old Salldebags
WBEN, Buffalo, N. Y.
ELLIS, BOBBY
Meet Corliss Archer
CBS-TV
ELLSWORTH, BUDDY
Country Round-up
WSTC, Stamford, Conn.
ELSTNER, ANN
Stella Dallas
NBC
ELY, DICK
Western Revue
WKOP, Binghamton, N. Y.
EMBREE, DOC & ESTHER
Doc & Esther
KMA, Shenandoah, Iowa

EMERSON, FAYE
Faye Emerson's Wonderful Town
CBS-TV

EMERSON, LOU
Radio Rodeo
WOAI, San Antonio, Texas
TV Dude Ranch
WOAI-TV, San Antonio, Texas
EMERY, BOB
Small Fry
Du Mont
EMERY, RALPH
Ralph's Rhythm Ranch
Hayloft Jamboree
WLAV, Grand Rapids, Mich.
ENDERS, RUTH
Mr. I. Magination
CBS-TV
ERICSON, JOHNNY
Hayloft Jamboree
CJAV, Port Alberni, B. C., Canada
ERNIE, TENNESSEE
Hams Ranch
KXLA, Pasadena, Calif.
ETHEL & ALBERT
The Kate Smith Hour
NBC-TV
EVANS, CHARLES
Roundup of Ranch Rhythm
KORA, Bryan, Texas
EVANS, DR. BERGEN
Down You Go
Du Mont
EVANS, HARRY & TROUPE
KRVN Hayloft Party
KRVN, Lexington, Nebr.
EVANS, MICKIE
Mickie's Musical Corral
WTTM, Trenton, N. J.
EVANS, WHITEY
Harvest Hands Of Harmony Ranch
WDGY, Minneapolis, Minn.
EVERHARDT, SLIM
WOW, WOW-TV, Omaha, Nebr.
EVERSON, SLEEPY BOB
Cron's A Poppin
KLEE, Houston, Texas

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV
FAGERDAHL, NORM
Saturday Night Jubilee
CFKI, Fort Frances, Ontario, Canada
FAGUE, RICHARD
WHAY, Jamboree
WHAY, New Britain, Conn.
FAIRBANKS, DOUGLAS, JR.
The Silent Man
NBC
FALKENBERG, JINX
Tex and Jinx Closeup
NBC-TV
FARREN TWINS
Farren Twins
KBWD, Brownwood, Texas
FATS, HAPPY
Happy Fats Jamboree
KROF, Abbeville, La.
FAZZIN, ART
Request Roundup
WAKR, Akron, Ohio
FAYE, ALICE
The Phil Harris-Alice Faye Show
NBC
THE FIDDLE DUSTERS
KIRX, Kirksville, Mo.
FIELDS, DON
Pony Boys
WDEV, Waterbury, Vt.
FIELDS, GRACIE
Gracie Fields Show (MGM)
MBS
FILINGENBERG, PAUL
Holland Jamboree
WHTC, Holland, Mich.
FINCHER, SHORTY
Rhythm Ranch
WCMB, Lemoyne, Pa.
FINN, JIMMY
WARE, Ware, Mass.

EDDIE "ROCHESTER" ANDERSON

MOREY AMSTERDAM

WNBT

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DECCA RECORDS

FISKE, FRED
Skeeter Hawkins
WWDC, Washington, D. C.

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, ABC-TV

FLEETWOOD, BLACKIE
The Southland Playboys
WGOV, Valdosta, Ga.
FLOYD, COUSIN
Cousin Floyd
WTBO, Cumberland, Md.
FLYNN, ERROL
Modern Adventures of Casanova (MGM)
MBS
FORD, EDSON
Uncle Red
WRIB, Providence, R. I.
FORD, HENRY
Dixie Jamboree
WPDQ, Jacksonville, Fla.
FOREMAN, SPEED
Buddies of Airlanes
WHBF, WHBF-TV, Rock Island, Ill.
FORSTER, LEE
The Lee Forster Show
WHLD, Niagara Falls, N. Y.
FOURNIER, LARRY
Ranch Hands
WEAV, Plattsburg, N. Y.
FOX, CURLY
KPRC-TV, Houston, Texas
FRADETTE, PAUL
Club Rendez-Vous
CKBL, Matane, Que., Canada

FRANCE, BOB
Hayloft Jamboree
WHUC, Hudson, N. Y.

FRANCIS, ARLENE
It Happens Every Day
CBS
What's My Line
CBS-TV

FRANKLIN, DELMAS
Morning Jamboree
WLAQ, Rome, Ga.
FRAUENFELD, AUGUST
Rhythm On The Range
CKPR, Fort William, Ont., Canada
FRAWLEY, WILLIAM
I Love Lucy
CBS-TV
FREBERG, STAN
Time For Beany
CBS-TV
FREEMAN, CLAUDE
Jam & Jive
WMRC, Greenville, S. C.
FREEMAN, FLORENCE
Young Widder Brown
NBC
Wendy Warren And The News
CBS
FROST, NEIL'O
Hillbilly Jamboree
WAUD, Auburn, Ala.
FRYE, J. ALLEN
Rhythm Roundup
KBKI, Alice, Texas
FULKS, ART
Echo Valley Boys
WTVN, Columbus, Ohio

FULLER, LORENZO
Man About Music
WABD, New York, N. Y.

— G —

GAINES, EALT
WIEL, Elizabethton, Ky.
GAINES, ROLAND
KMOX, St. Louis, Mo.
GALLIGHER, JOHNNY
WHPE, High Point, N. C.
GALYON, COTTON
Jukebox Parade
WSFC, Somerset, Ky.
GARDNER, ED
Duffy's Tavern
NBC
GARDNER, RUSS
Record Review
WPDX, Clarksburg, W. Va.

GARGAN, WILLIAM
Starring As Barrie Craig; Confidential Investigator, NBC; Martin Kane, Private Eye, NBC-TV

GARROWAY, DAVE
Dial Dave Garroway
NBC
Garroway At Large
NBC-TV
GARVEN, HAL & ERNIE
Murphy Barn Dance
WCCO, Minneapolis, Minn.
GATES, RUTH
Mama
CBS-TV

EARL HAMMOND
TELEVISION RADIO
LExington 2-1100

Hello There!
from
TED MALONE
American Broadcasting Co.

GATESON, MARJORIE
One Man's Family
NBC-TV

GERRARD, HENRY
The Aldrich Family
NBC-TV

GIBBS FAMILY
Roundup Time
WJER, Dover, Ohio

GIBSON, BILLY
Here's Archer
WRC, Washington, D. C.

GILLETTE, HELEN
The Plainclothes Man
Du Mont

GILMAN, TONI
Down You Go
Du Mont

GILMORE, BRUCE
Early Farm Edition
WHSY, Hattiesburg, Miss.

GLEASON, JACKIE

B. Feb. 26, 1916, Brooklyn, N. Y.; Colgate, NBC-TV; Frigidaire, NBC-TV; Four Star Theater, NBC-TV; Cavalcade of Stars, DuMont; Frank Sinatra Show, CBS-TV

GLEN NEAVES & BOYS
Saturday Night Barndance
WBOB, Galax, Va.

GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.

GLOSSON, LONNIE
Lonnie Glosson Show
KWHN, Fort Smith, Arkansas

GNAGY, JOHN
You Are An Artist
NBC-TV

GODFREY, ARTHUR

Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
Arthur Godfrey's Talent Scouts
CBS-TV

GOLIGHTLY, W. G., JR.
Cousin Bud's Hillbilly Hit Parade
WSPA, Spartansburg, S. C.

GOOBER & HIS KENTUCKIANS
WLVN, Olney, Ill.

GOOD, DOLLY
Circle 11 Ranch
WKRC-TV, Cincinnati, Ohio

GOODWIN, BILL
The Bill Goodwin Show
NBC-TV

GORDAN, ANITA
Ken Murray Show
CBS-TV

GORDON, CURTIS, AND HIS HILLBILLY PALS
Dixieland Barn Dance
WKTG, Thomasville, Ga.

GORDON, GLORIA
My Friend Irma
CBS-TV

GOSPEL MELODY QUARTET
WCOA, Pensacola, Fla.

GOTHARD, DAVID
Romance of Helen Trent
This Is Nora Drake
CBS

GRAHAM, CACTUS
Western Round-Up
KKIN, Visalia, Calif.

GRAHAM, JOHN & SUE
Sue's Record Show
WPDX, Clarksburg, W. Va.

GRAHAM, PAUL
North Shore Merry-Makers
CKNB, Campelton, N. B., Can.

GRAHAM, SHEILAH
Sheilah Graham's Show
NBC-TV

GRANATELLI, VINCENT
Quiz Kids
CBS-TV

GRANIK, THEODORE
American Forum Of The Air

GRANT, CARY
Mr. & Mrs. Blanding
NBC

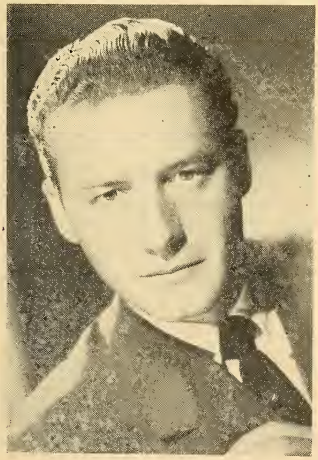
GRASSY CREEK QUARTET
Saturday Bandwagon
WATA, Boone, N. C.

GRAVELIN, NOBLE
Hillbilly Hit Parade
WBBC, Flint, Mich.

GRAVES, SMOKEY
Blue Star Boys
WLVA, Lynchburg, Va.

GRAY, BARRY

B. July 2, 1916, Atlantic City, N. J.; Author Meets The Critics, NBC-TV; Winner Take All, CBS-TV; Barry Gray Show, WMCA; Danny Thomas Show, NBC-TV



Bob Haag
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ROSEMARY
HILLTOP HOUSE
BOBBY BENSON
PL. 7-0700 RADIO-TV

HELEN HALL
WOR's BARBARA WELLES
Radio — Mon.-Fri. — 1:30-2:00 p.m.
Television — Mon.-Fri. — 2:45-3:00 p.m.
MUTUAL'S "FEMME FAIR"
Saturday — 10:45-11 a.m.

GREAZA, WALTER
Big Town
NBC

Treasury Men In Action
NBC-TV

GREEN, DAVID
Hour Glass
CHAB, Mose Jaw, Sask., Canada

GREEN MT. HILLBILLIES
WTVR, Richmond, Va.

GREENSTREET, SIDNEY
Nero Wolfe
NBC

GRIER, TINY
Florida Playboys
WJHP, Jacksonville, Fla.

GRIMES, JACK
Let's Pretend
CBS

GRISSOM, GAIL
Western Ledger
WTTV, Bloomington, Ind.

GROSS, KEN
Shorty & Keen-Tones
KSDN, Aberdeen, S. D.

GROVE, BETTY ANN
Bert Parks Show
CBS-TV

GROVER, ROBERT
The Hune Twisters
WENE, Binghamton-Endicott, N. Y.

GRYMES, NICHOLAS
The Curly Fox Show
KPRC-TV, Houston, Texas

GUEST, DICK
WDSG, Dyersburg, Tenn.

GUEST, GORDON
Hillbilly Record Shop
KHBR, Hillsboro, Texas

GUITAR RAMBLERS
Guitar Ramblers
WMOK, Metropolis, Ill.

GUNTER, JIMMY
Tennessee Valley Ramblers
WPIC, Sharon, Pa.

— H —

HAAG, BOB
Hilltop House, CBS; Rosemary, CBS; Bobby Benson, WOR

HAAS, ABIE
Men Dies Of Europe
CFRN, Edmonton, Alberta, Canada

HACK, GEORGE
Folk Tune Frolic
WNOW, York, Pa.

HADLEY, REED
Racket Squad
CBS-TV

HAIN, JACK
WLBR, Lebanon, Pa.

HAINES, HAPPY
Happy Haines Hour
KCIM, Carroll, Iowa

HALEY, AMBROSE
Ambrose Haley & His Ozark Ramblers
KHMO, Hannibal, Mo.

HALEY, BILL
Bill Haley's Melody Hayride
WPWA, Chester, Pa.

HALL, HELEN
B. Feb. 3; The Barbara Wells Show, WOR, WOR-TV; Helen Hall's "Femme Fair," WOR

HALL, JIM
Jim Hall Show
WFNS, Burlington, N. C.

HALL, JOHN
Chisholm Trail
WESB, Bradford, Pa.

HALL, MONTY
KFMB, San Diego, Calif.

HALSTEAD, CHARLES E.
Western Tune Time
KDIA, Auburn, Calif.

HAM, J. B.
CFCN, Calgary, Alberta, Can.

HAMILTON TRIO
Your Show of Shows
NBC-TV

HAMILTON, UNCLE OLLIE
Uncle Ollie Record Show
WJZM, Clarksville, Tenn.

HAMMOND, EARL
Pulitzer Prize Playhouse, ABC-TV; Search For Tomorrow, CBS-TV; Danger, CBS-TV; Rocky King, DuMont; Maugham Theater, NBC-TV; Cavalcade Of Stars, DuMont; We, The People, NBC-TV

HANCOCK, HUNTER
Harlematinee
KFVD, Los Angeles, Calif.

Your Announcer . . .

Michael Fitzmaurice

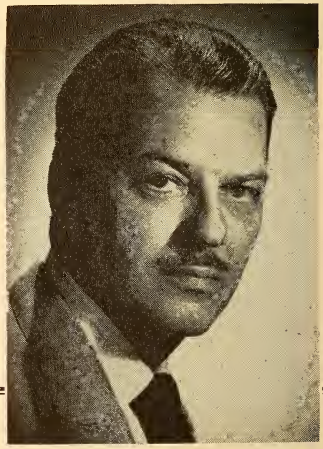
SAMMY KAYE SHOW—CBS-TV

WHISPERING STREETS—ABC

LIVE LIKE A MILLIONAIRE—NBC-AM and CBS-TV

ALL STAR REVUE—NBC-TV

FLYING TIGERS—DuMONT



VINTON HAYWORTH

SU 7-5400

HANKINS, ESCO
WLAP, Lexington, Ky.

HAPPY VALLEY GANG
Happy Valley
WTTV, Bloomington, Ind.

HARDING, CHUCK & COLORADO COWHANDS
KBOA, Kennett, Mo.

HARLAN & HIS HILLBILLY RANGERS
Hillbilly Rangers
WEPM, Martinsburg, W. Va.

HARLESS, LES
KSAN, San Francisco, Calif.

HARPER, MEG
Love Of Life
CBS-TV

HARRILL, NELSON
Good Neighbor Time
WGWR, Asheboro, N. C.

HARRIS, HOMER
WLAP, Lexington, Ky.

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC

HASTINGS, BOB
Adventures of Archie Andrews
NBC

HASTINGS, DON
Captain Video
Du Mont

HAWK, BUDDY
Trailways Troubador
WSFA, Montgomery, Ala.

HAWKINS, EZRA
Bar Nothin' Ranch
KMA, Shenandoah, Iowa

HAYES, GABBY
The Gabby Hayes Show
NBC-TV, MBS

HAYES, PETER LIND
Star Of The Family
CBS-TV

HAYWORTH, VINTON J.
June 4th, Washington, D. C.; Philco Playhouse, NBC-TV; Big Story, NBC-TV; Treasury Men, ABC-TV; First Hundred Years, CBS-TV; Life Can Be Beautiful, NBC; The Big Show, NBC

HAZLITT, HENRY
Chronoscope
CBS-TV

HEALAN, A. O.
WRFC, Athens, Ga.

HEALY, MARY
Star Of The Family
CBS-TV

HEDRICK, BILL
Bill Hedrick Show
WDNE, Elkins, W. Va.

HELTON, BOB
Bob Helton Show
WMGY, Montgomery, Ala.

HELTON, MARY
Mary Helton Show
WMGY, Montgomery, Ala.

HENDERSON, HANDY
Handy Henderson Show
WRFW, Eau Claire, Wis.

HENDRIX, BILL
Bill Hendrix Show
WCOA, Pensacola, Fla.

HENLEY, LEWIS
Cherokee Jack Show
KMO, Tacoma, Wash.

HERBERT, DON
Mr. Wizard
NBC-TV

HERSHOLT, JEAN
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (15th Year), CBS

HEWITT, KENNETH
Early Risers
WOPI, Bristol, Tenn.

HICKMAN, HERMAN
Celebrity Time
CBS-TV

HICKS, JOHN
KRLD-TV, Dallas, Texas

HICKS, JOHNNY
KRLD, Dallas, Texas

HIGSBY, HIRAM
KFRM, Kansas City, Mo.

HODGE, AL
Captain Video
Du Mont

STAATS COTSWORTH
TITLE ROLES:
"FRONT PAGE FARRELL" — NBC
"MARK TRAIL" — ABC
LEAD:
"LONE JOURNEY" — ABC

LON CLARK
Title Role in "Nick Carter" MBS
"The Comic Weekly Man" ET
Announcer for Krinkles—"Tarzan" CBS
Writer—Producer—Narrator of Children Albums
Actor — Announcer — Narrator
MU. 8-6600

HODGES, BOBBY
Stoughton Presents
WKOW, Madison, Wis.

HOFFMAN, BERN
Flying Tigers
Du Mont

HOLDEN, FAY
The Hardy Family (MGM)
MBS

HOLDER, NELSON
WRXO, Roxboro, N. C.

HOLT, JENNIFER
Panhandle Pete & Jennifer
NBC-TV

HOPE, BOB
B. London, England; The Bob Hope Show, Sponsored By Chesterfield, NBC; Bob Hope Show, Colgate Comedy Hour, NBC-TV; Motion Pictures For Paramount

HOPPER, HEDDA
The Hedda Hopper Show
NBC

HOUCHINS, KEN
Cowboy Ken
WOC, WOC-TV, Davenport, Iowa

HOULE, MARCEL
On Veille A Matane
CKBL, Matane, Que., Canada

HOUSE, BROS.
KTUR, Turlock, Calif.

HOUSTON, JUDY AND JOYCE
Judy and Joyce
KCHI, Chillicothe, Mo.

HOWARD, CAMMIE
CKOY Party Line
CKOY, Ottawa, Ont., Canada

HOWARD, PAUL
WBGR, Jesup, Ga.

HOWELL, WILLARD
Buttermilk Jamboree
WZOB, Fort Payne, Ala.

HUDDLESTON, EV
The Ev Huddleston Show
WWCA, Gary, Ind.

HUDLOW, BILL
KGFF, Shawnee, Okla.

HUGGINS, HARLEY
KGST, Fresno, Calif.

HUFF, ARLIE
Country Cousin
WSAV, Savannah, Ga.

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Public Prosecutor
WABD, New York, N. Y.

HUNTER, EVE
The Eve Hunter Show
NBC-TV

HUNTLEY, CURLEY
Curley's Dinnerbell
WKLF, Clanton, Ala.

— I —

IRVING, CHARLES
(See Producers Section)

IRVING, HOLLIS
Somerset Maugham Theater, NBC - TV; Robert Montgomery Presents, NBC-TV; Ellery Queen, ABC - TV; Suspense, CBS - TV; Love Of Life, CBS-TV

IVEY, GLEN
Songs By Ivey
KVOP, Plainview, Texas

— J —

JACKSON, EDDIE
All Star Revue
NBC-TV

JAMES, DENNIS
Okay Mother
Wrestling With Dennis James
DuMont

JAMESON, HOUSE
The Aldrich Family
NBC-TV

JANNACK, FRED
Fred Jannack Sings And Plays His Guitar
CFJR, Brockville, Ont., Can.

JOHNSON, CHIC
All Star Revue
NBC-TV

JOHNSON, LAMONT
Operation Underground
CBS

Arthur S. Cassel
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Over 200 TV Shows
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RALPH CAMARGO
RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
RADIO REGISTRY

JOHNSON, MAGGIE
Your Television Shopper
Shopping At A. & S.
WABD, New York, N. Y.

JOHNSON, OZ
Farragut Sons of Frontier
KVON, Napa, Calif.

JOHNSON, STAN
KBRO, Bremerton, Wash.

JOHNSTON, WAYNE
KSET, El Paso, Texas

JOHNSTONE, BILL
The Line-Up
CBS

JOHNSTONE, JOHNNIE
Johnnies Studio Party
CJAV, Port Alberni, B. C., Canada

JONES, CANDY
Star Night At The Astor
NBC-TV

JONES, DON
Western Trails and RFD 1450
KXLR, Little Rock, Ark.

JONES, LEE
WLW-T, Cincinnati, Ohio

JONES, SPIKE
Colgate Comery Hour
NBC-TV

JORDAN, MARIAN AND JIM
Fibber McGee & Molly
NBC

JOSTYN, JAY
Mr. District Attorney
NBC

JULIAN, JOSEPH
Hearthstone Of The Death Squad
CBS

— K —

KARNES, ROSCOE
Rocky King, Detective
Du Mont

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAY, MARY
Mary Kay's Nightcap
NBC-TV

KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV

KAYE, VIRGINIA
Rosemary
Hilltop House
CBS

KEANE, HELEN FAITH
For Your Information
Du Mont

KEARNEY, RAMSEY
Ramsey Kearney Show
WDXI, Jackson, Tenn.

KEARNS, JOSEPH S.
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny Show, CBS; Lux Radio Theater, CBS; Suspense, CBS

KEEGAN, CHRIS
The Big Top
CBS-TV

KEENE, WILLIAM
B. Aug. 4, 1911, Franklin, Pa.; Big Town, NBC; The Big Story, NBC, NBT; Greatest Story Ever Told, ABC; Famous Jury Trials, WABD; Captain Video, DuMont; We, The People, NBT; First 100 Years, CBS-TV; Aldrich Family, NBT; Columbia Recording Artist

KEESHAN, BOB
Howdy Doody
NBC-TV

KELK, JACKIE
The Aldrich Family
NBC-TV

KELLY, JOE
Quiz Kids
CBS-TV

KELTON, PERT
Cavalcade of Stars
Du Mont

KENNEY, MARIE
Love Of Life
CBS-TV

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JAN MINER

AFRA TVA
SAG EQUITY

PL. 7-0700

KENNY, NICK
The Nick Kenny Show
NBC-TV

KERR, TOMMIE
Songs You Know
WTCO, Campbellsville, Ky.

KEYSTONE TROUBADOURS
WLBR, Lebanon, Pa.

KIERNAN, WALTER
B. January 24, 1902, New Haven, Conn.; One Man's Opinion, ABC; Kiernan's Corner, ABC; Family Circle, ABC; What's The Story?, DuMont TV; Who Said That?, NBC-TV

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; Your Show Of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

KING, PEE WEE & BAND
Cheer Up Jamboree
WAVE, Louisville, Ky.
Pee Wee King Show
WAVE-TV, Louisville, Ky.

KING, RAY
Ray & Lyle
WBYS, Canton, Ill.

KINGERY, PAT
The Special
WKAY, Glasgow, Ky.

KINGSBURY, GEORGIA MAE
Georgia Mae
WLAW, Boston & Lawrence, Mass.

KIRBY, FRED
Hillybilly Star Time
WBT, Charlotte, N. C.
Junior Rancho
WBTV, Charlotte, N. C.

KIRKLAND, PAT
The Egg And I
CBS-TV

KNAPP, HENRY
The Knapp Family
WFUR, Grand Rapids, Mich.

KNELL, JACK
Frontier Tales
WBTV, Charlotte, N. C.

KNOTTS, DON
Bobby Benson Show
MBS

KOHL, ARTHUR
Adventures of Archie Andrews
NBC

KOVACS, ERNIE
Here's Ernie
NBC-TV

— L —

LAHR, BERT
RCA Victor Show
NBC-TV

LAIRE, JUDSON
Mama
CBS-TV

LAMB, MAX
Max Lamb Sings
KIRX, Kirksville, Mo.

LANE, JANET
Janet Lane Show
WACE, Springfield-Chicopee, Mass.

LANGFORD, FRANCES
Star Time
DuMont

LARKIN, DON
Home Town Frolic
WAAT, Newark, N. J.

LARKIN, JOHN
Right to Happiness
NBC
Perry Mason
CBS

LEADERS, BENNY
Benny Leaders
KREL, Baytown, Texas

LEE, BARNEY
Western Jamboree
KGST, Fresno, Calif.

LEE, ERNIE
WLW, WLW-T, Cincinnati, Ohio

LEE, PATSY
WOTW, Nashua, N. H.

BOB RUSSELL
M.C.—Singer—Announcer
"Big Top" CBS-TV
for *Sealtest*
"Toast of the Town" CBS-TV
for *Mercury*
"Rootie Kazootie Club" NBC-TV
for *Coca-Cola*
Director-Writer-M.C. — "*Miss Universe Pageant*"

HORACE BRAHAM
RADIO — TV
STAGE SCREEN
LEx. 2-1100

LEONARD, JACKIE
Broadway Open House
NBC-TV

LEROY, LUCKY
WGGH, Marion, Ill.

LES DIABLES NOIRS
CJSO, Sorel, Que., Canada

LESTER, JERRY
Broadway Open House
NBC-TV

LEVENSON, SAM
This Is Show Business
Sam Levenson Show
CBS-TV

LEWBEL, BUNNY
All Star Revue
NBC-TV

LEWIS, CATHY
My Friend Irma
CBS-TV

LEWIS, ELLIOT
The Phil Harris-Alice Faye Show
NBC

LEWIS, FORREST
The Women In My House
NBC

LEWIS, JERRY
Colgate Comedy Hour
NBC-TV

LEWIS, ROBERT Q.
The Show Goes On
CBS-TV

LICKLIDER, MARTIN
Marty Licklider Show
WICA, Ashtabula, Ohio

LIEBLING, BRENDA
Quiz Kids
CBS-TV

LILLIE, BEATRICE
RCA Victor Show
NBC-TV

LINKLETTER, ART
People Are Funny
House Party
CBS

LIVINGSTON, MARY (MRS. JACK BENNY)
B. June 23, 1909, Seattle, Wash.; "The Jack Benny Television Show," CBS-TV; "Jack Benny Show," CBS-KNX

LLOYD, JACK
Lux Radio Theater
Hollywood Star Playhouse
Suspense
CBS

LODEWICK, KENNETH
Folk Music & Facts
KERG, Eugene, Oregon

LOGSDON, JIMMIE
Rhythm Ranch
Ranch Party
WINN, Louisville, Ky.

LOR, DENISE
Garry Moore Show
CBS-TV

LORING, LYNN
Search For Tomorrow
CBS-TV

LOVEJOY, FRANK
Nightbeat
NBC

LOVEJOY, KEN
Sunrise Rancho
WIDE, Biddeford, Maine

LOWE, EDMUND
Front Page Detective
WABD, New York, N. Y.

LOWERY, BILL
Hodges Corner
WGST, Savannah, Ga.

LYDON, JIMMY
First Hundred Years
CBS-TV

LYNCH, KEN
The Plainclothes Man
Du Mont

LYONS, RUTH
Ruth Lyons 50 Club
NBC-TV

LYTELL, BERT
One Man's Family
NBC-TV

CARL KING

Your Show of Shows — NBC-TV
Kings Crossroads — ABC-TV
Captain Video — DuMont

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RADIO and TELEVISION
ARTS and SCIENCES

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HOLLYWOOD, CALIFORNIA

— M —

MACKENZIE, KEN
Ken Mackenzie Show
WGUY, Bangor, Maine

MacLAUGHLIN, DON
Counterspy
NBC

MADISON, GUY
Wild Bill Hickok
MBS

MAHER, WALLY
The Line-up
CBS

MALONE, MARY
The Aldrich Family
NBC-TV

MALONE, RAY
Broadway Open House
NBC-TV

MALONE, TED
B. May 18, 1908, Colorado Springs, Colo.; Ted Malone Show, ABC; It's Your Business, ABC; Holiday Overseas, ABC-TV

MANN, CLAIRE
Glamour Show
WJZ-TV

MANN, GLORIA
Adventures of Archie Andrews
NBC

MANSON, CHARLOTTE
Kings Row, NBC; Nick Carter, MBS; Hollywood Stars On Stage, ABC; Famous Jury Trials, Dumont TV; Strike It Rich, CBS-TV; Paul Winchell Show, NBC-TV

MARCH, HAL
My Friend Irma,
Burns & Allen
CBS-TV

MARLIN AND JIM
Marlin and Jim
KUOA, Siloam Springs, Ark.

MARLOWE, MARION
Arthur Godfrey And His Friends
CBS-TV

MARSHALL, CHARLEY
KFBK, Sacramento, Calif.

MARSHALL, HERBERT
The Man Called X
NBC

MARSHALL, REX
January 10, 1919; Suspense, CBS-TV; Ellery Queen, ABC-TV; Sunday Matinee, DuMont; Somerset Maugham Radio Theater, NBC; Date With Rex, WABD

MARSHALL, ROY K.
The Nature of Things
Ford Festival
NBC-TV

MARTIN, DEAN
Colgate Comedy Hour
NBC-TV

MARTIN, JOHNNY
Johnny Martin Show
KRMG, Tulsa, Okla.

MARTIN, MIKE
WVLK, Versailles & Lexington, Ky.

MARTIN, TONY
Colgate Comedy Hour
NBC-TV

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MARX, HARPO
Colgate Comedy Hour
NBC-TV

MASSEY, ILONA
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, DuMont; Holiday Hotel, ABC-TV; Cameo Theater, NBC-TV; Show Of Shows, NBC-TV; Rendezvous, ABC-TV

MATA & HARI
Your Show of Shows
NBC-TV

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Bob Murphy & Kay Westfall

WENR-TV CHICAGO

Channel 7

MATTESON, RUTH
Fairmeadows USA
NBC-TV
MATTHEWS, GRACE
Big Sister
CBS
MAXWELL, MARILYN
The Bob Hope Show
NBC
MAXWELL, RICHARD
We Remember
NBC
McBRIDE, JEAN
Love Of Life
CBS-TV

McBRIDE, MARY MARGARET
ABC Network; WGN-Chicago

McCAFFERY, JOHN K. M.
Author Meets The Critic
NBC-TV
McCARTHY, JOSEPHINE
Josephine McCarthy Cooking Show
NBC-TV
McCAY, PEGGY
Love Of Life
CBS-TV
McCOLLOUGH, MARVIN
Marvin McCollough Show
KWHN, Fort Smith, Arkansas
McCONNELL, "SMILIN' ED" AND HIS BUSTER BROWN GANG
NBC, NBC-TV
Smilin' Ed's Gang
CBS-TV
McCRARY, TEX
Tex & Jinx Closeup
NBC-TV
McCREA, JOEL
Tales of Texas Rangers
NBC
McDONNELL, CRAIG
Official Detective, Bobby Benson Show
MBS
McELHONE, ELOISE
Quick On The Draw
NBC-TV
Eloise Salutes The Stars
DuMont
McGAVIN, DARREN
Crime Photographer
CBS-TV
McGRATH, PAUL
Big Sister
CBS
McMAHON, ED
The Big Top
CBS-TV
McMILLAN, GLORIA
Meet Corliss Archer
CBS-TV
McNAUGHTON, HARRY
It's Higgens, Sir
NBC

McNEILL, DON
B. Dec. 23, 1907, Galena, Ill.; Don McNeill's Breakfast Club, ABC; Don McNeill's TV Club, ABC-TV.

McNELLIS, MAGGI
Leave It To The Girls, ABC-TV; Say It With Acting, ABC-TV; What's Playing? ABC-TV.

McPHEE, JOHNNY
Twenty Questions
DuMont
McVEY, PAT
The Big Town
CBS-TV

McWHIRT, DORIS
B. Tulsa, Okla.
Radio & Television

MEADE, JULIA
Okay Mother
DuMont
MEHRMAN, ROBERT S.
WCCM, Lawrence, Mass.
MERKLE, PAT
Magic Cottage
Du Mont
TV Baby Sitter
WABD
MEYERS, WILLIS
WSAN, Allentown, Pa.
MILANO, FRANK
Bobby Benson Show
MBS
MILLER, PEE WEE
Pee Wee Miller Show
WCAM, Camden, N. J.
MIMS, SLIM
Dream Ranch Boys
WJMX, Florence, S. C.

MINER, JAN
Hilltop House, CBS; Cavalcade of America, NBC; Crime Photographer, CBS; Cameo Theater, NBC-TV; Robert Montgomery Presents, NBC-TV; Lights Out, NBC-TV.

JOSEPH KEARNS

THE VERSATILE BOB DIXON

Ed Murrow Program—CBS
"Sheriff Bob Dixon Show"—DuMont
Perry Mason—CBS
"Life Can Be Beautiful"—NBC

MISHLER, EMBERT
WHO, Des Moines, Iowa

MONKS, JAMES
Mr. Motto
NBC

MONROE, CHARLIE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

MONTGOMERY, ROBERT
Robert Montgomery Presents
Your Lucky Strike Theater
NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MORGAN, HENRY
The Henry Morgan Show
NBC-TV

MORGAN, ROBIN
Mama
CBS-TV

MORRIS, BROS.
WWNC, Asheville, N. C.

MORRISON, BRETT
The Shadow
MBS

MOTTOLA, TONY
Crime Photographer
CBS-TV

MOYE, CLAUD
Pie Plant Pete & Bashful Joe
WJR, Detroit, Mich.

MURPHY, ROBERT
Bob & Kay, ABC- WENR-TV; Breakfast Club, ABC; Alex Dreier News, NBC; Sachs Amateur Hour, ABC

MURPHY, SHERWOOD & CO.
The Westernaires
WJTN, Jamestown, N. Y.

MURRAY, JAN
Songs For Sale, CBS, CBS-TV; Sing It Again, CBS, CBS-TV; Go Lucky, CBS-TV; Guest "The Big Show," NBC; Guest "Kate Smith Evening Hr.," NBC-TV; Guest "Toast Of The Town," CBS-TV.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURRAY, KATHRYN
Arthur Murray Show
Du Mont

MURRAY SISTERS
Murray Sisters
WNAR, Morristown, Pa.

— N —

NAGEL, CONRAD
Celebrity Time
CBS-TV

NEISON, CLAIRE
Backstage Wife
NBC

NELSON, BUDDY & NIGHT HAWKS
WPLH, Huntington, W. Va.

NENTWIG, ROMIE
WSGW, Saginaw, Mich.

NIXON, JOE
Open House
WMAK, Nashville, Tenn.

NOEL, JACK
Monroe County Ramblers
WTTS, Bloomington, Ind.

NOLAN, LLOYD
Martin Kane, Private Eye
NBC

NORRIS, KATHI
Kathi Norris Show
NBC-TV

NORTH, ROBERT
The Phil Harris-Alice Faye Show
NBC

NORTON, CLIFF
Garroway At Large
NBC-TV

NUSBAUM, MORT
B. Aug. 10, 1914, Rochester, N. Y.; You Can Be A Star, Dollar Derby, Take It Easy, WHAM - TV; Clockwise, For Women Only, It's Fun To Be Right, WHAM

SHIRLEY EGGLESTON

RADIO TV
BROADWAY SCREEN

LExington 2-1100

Sidney Paul

ACTOR-NARRATOR
ANNOUNCER

RADIO-TV-STAGE

ARTISTS SERVICE

— O —

O'CONNER, DONALD
Colgate Comedy Hour
NBC-TV

O'DELL, DOYE
Cowboy Thrills
KTLA, Los Angeles, Calif.

O'KEEFE, TEX
WNLK, Norwalk, Conn.

O'KEEFE, WALTER
Double Or Nothing
NBC

OLIVER, FRED
Prairie Pioneers
WLDS, Jacksonville, Ill.

OLSEN, JOHNNY
Rumpus Room
Kids And Company
DuMont

OLSEN, OLEY
All Star Revue
NBC-TV

OLSEN, PENNY
Rumpus Room
Du Mont

O'NEIL, BILL
Smoking Guns
WKRC-TV, Cincinnati, Ohio

ORRISON, JACK
The Plainclothes Man
Du Mont

ORTEGA, SANTOS
City Hospital
CBS

— P —

PADEN, HERMAN
Your Friendly Neighbor
KUOA, Siloam Springs, Ark.

PARKER, FRANK
Arthur Godfrey And His Friends
CBS-TV

PARKER, FRED
Breakfast Show
WESB, Bradford, Pa.

PARKER, LEW
Star Time
Du Mont

PARKS, BERT
The Bert Parks Show
NBC-TV, CBS-TV

PAUL, SIDNEY
(See Announcers)

PEARCE, AL
Al Pearce Show
CBS-TV

PEARL, JACK
The Pet Milk Show
NBC

PEARL, MINNIE
Grand Ole Opry
NBC

PECK, ED
Flying Tigers
Du Mont

PERKINS, F. MARLIN
Zoo Parade
NBC-TV

PETERS, SUSAN
Miss Susan
NBC-TV

PINZA, EZIO
All Star Revue
RCA, Victor Show
Colgate Comedy Hour
NBC-TV

POLESIE, HERB
Twenty Questions
Du Mont
The Ethel Thorsen Show
WABD

ARTHUR Q. BRYAN
"Doc" Gamble
"Fibber McGee and Molly"
•
Floyd Munson—"The Barber"
Great Gildersleeve

AFFILIATED ARTISTS
REPRESENTATIVES

IRENE ETKIN
ROBERT MAYBERRY
LEE WALLACE

20 East 53rd St., New York, N. Y.
PLaza 3-1862

POOLE, LYNN
John Hopkins Science Review
Du Mont

POPE, CARMELITA
Down You Go
Du Mont

POTTER, PAUL
Love Of Life
CBS-TV

POWERS, JOSEPH
Tim Bright Show
WNAV, Annapolis, Md.

PRESCOTT, ALLEN
Recipe For Happiness
WABD, New York, N. Y.

PRICE, VINCENT
The Saint
NBC

PRYOR, ROGER
Theater Guild On The Air
NBC

— Q —

QUINLAN, ROBERTA
(See Vocal Artists)

QUINN, DOMINIC
The Polish Hour
WFDF, Flint, Mich.

— R —

RAEBURN, BRYNA
B. March 14, New Jersey; Somerset Maugham Theater, NBC-TV; Theater Guild, NBC; Life Can Be Beautiful, NBC; Counterspy, NBC; Gangbusters, CBS; Big Sister-Brighter Day, CBS; Top Guy, ABC

RAINEY, FROELICH, DR.
What In The World
CBS-TV

RALSTON, ESTHER
Starred on Kraft Theater in Daphne du Maurier's "September Tide," NBC-TV

RANDOLPH, LILLIAN
The Great Gildersleeve
NBC
Beulah
CBS

RATH, KATHERINE
The Aldrich Family
NBC

RAYE, MARTHA
The Big Show
NBC
All Star Revue
NBC-TV

REINER, CARL
Your Show Of Shows
NBC-TV

REINHEART, ALICE
The Women In My House
NBC

REX & ELEANOR
Rex & Eleanor
WLOH, Princeton, W. Va.

RHODES, FRANK
Shopping At A. & S.
WABD, New York, N. Y.

RICE, FRANK
WGTM, Wilson, N. C.

RICE, ROSEMARY
Adventures of Archie Andrews
NBC
Mama
CBS-TV

RICH, DORIS
The Egg And I
CBS-TV

RINARD, FLORENCE
Twenty Questions
Du Mont

ROBBINS, BARBARA
The Aldrich Family
NBC-TV

ROBBINS, FRED
Talent Shop
WABD, New York, N. Y.

ROBINSON, JOHN
John Robinson's Band
WFEB, Sylacauga, Ala.

ROBINSON, LARRY
Second Mrs. Burton
Let's Pretend
CBS

ROGERS, AL
Al Rogers Show
KGNC, Amarillo, Texas

ROGERS, JESSE
Rangers Joe
CBS-TV

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV; Radio NBC Coast-To-Coast And Canada; TV-NBC Coast to Coast; RCA Victor Recording Artists; Motion Pictures, "Son of Paleface" Paramount

TOMMY BARTLETT

ROMERO, CAESER
Colgate Comedy Hour
NBC-TV
ROONEY, MICKEY
The Hardy Family (MGM)
MBS
ROOSE, JEAN
The Phil Harris-Alice Faye Show
NBC
ROOSEVELT, ELEANOR, MRS.
Mrs. Roosevelt Meets The Public
NBC-TV
ROSS, EARLE
The Great Gildersleeve
NBC
ROSS, GUY
Musique De Reveil
CJBR, Rimouski, Que., Can.
ROSS, JOE
Polka Hop
WHAY, New Britain, Conn.
ROTH, JACK
All Star Revue
NBC-TV
ROUNTREE, MARTHA
Keep Posted
Du Mont
Meet The Press
NBC-TV
THE ROWLEY, TRIO
KFDM, Beaumont, Texas
ROXANNE
Beat The Clock
CBS-TV

RUSSELL, BOB
(See Ann.-MC Section)

RUSSELL, DON
Cavalcade Of Stars
Cavalcade Of Bands
Cosmopolitan Theater
Take The Break
DuMont

RUSSELL, JACK
Your Show of Shows, NBC; NBC Opera "Pagliacci, WNBT; Roberta Quinlan Show, NBC

RYE, FORREST
Farm Hour
WPAD, Paducah, Ky.

— S —

SADDLE RIDGE RIDERS
WNLK, Norwalk, Conn.
SADDLE SOAP SVEN
WEAM, Arlington, Va.
ST. JOHN, HOWARD
Fairmeadows USA
NBC-TV
SANDERS, LUGENE
Meet Corliss Archer
CBS-TV
SANDERS, MACK
Western Folk Hit Parade
KFBI, Wichita, Kans.
SANDY, SAGEBRUSH
Sagebrush Serenade
KOKX, Keokuk, Iowa
SANTE FE RIDERS
WKAL, Rome, N. Y.
SARGENT, ANNE
Road Of Life
NBC
First Hundred Years
CBS-TV
SARTY, WALTER & ORCH.
CHNO Barn Dance
CHNO, Sudbury, Ont., Canada
SCHAFFER, ROY
KWRE, Warrenton, Mo.
SCHRAMM, WAYNE
Ozark Mt. Boys
WHRN, Syracuse, N. Y.
SCHREIBER, ALICE
Golden West Girl
WKBI, St. Marys, Pa.
SCOFIELD, BEVERLY
Hoe-Down Party
WFAU, Augusta, Maine
SCOGGINS, SLIM & HIS ROAMIN' COWBOYS
WRBC, Jackson, Miss.
SCOTT, JANET
The Women In My House
NBC
SCOTT, WILLIE
Sundown Serenaders
KSRO, Santa Rosa, Calif.
SCOTT, ZELDA
WHO, Des Moines, Iowa
SCOTTY & RUBY
Scotty & Tar, Heel Ruby
WWYO, Pineville, W. Va.
SCOTTY AND THE MOUNTAINEERS
WACB, Kittanning, Pa.
SCRUGGS, EARL
WVLK, Versailles & Lexington, Ky.
SEAMAN, DON
WKNK, Muskegon, Mich.
SEATON, ERNIE
The Abro Valley Rangers
WFUR, Grand Rapids, Mich.
SEBOROUGH, MAURICE R.
KFJB, Marshalltown, Iowa
SELF, JIMMY
KICA, Clovis, N. M.
SELLEY, ART
Side-Saddle Selly
WBEJ, Elizabethton, Tenn.

SERLING, ROD
Lux Video Theater, CBS-TV
Stars Over Hollywood, NBC-TV

SETTERBERG, DOUG
Scandia Barn Dance
KOMO, Seattle, Wash .
SEYMOUR, JANE
Young Mr. Bobbin
NBC-TV
SHADY MT. BOYS
El Rancho 920
WKVA, Lewistown, Pa.
SHARP, BILL
KRES, St. Joseph, Mo.
SHELTON, BANNER
Hillbilly Time
WGCD, Chester, S. C.
SHELTON, BOB
Texas Barn Dance
WFAA, Dallas, Texas
SHERMAN, BETTY
Betty Sherman Trio
WEAV, Plattsburg, N. Y.
SHERMET, HAZEL
Duffy's Tavern
NBC
SHIELDS, FRED
Meet Corliss Archer
CBS-TV
SHINER, MERV
Country Round-Up
WSAN, Allentown, Pa.
SHIPLEY, REECE
Rainbow Valley Boys
WKPT, Kingsport, Tenn.
SHIRLEY, ALFRED
Hearthstone Of The Death Squad
CBS

SHORE, DINAH
The Dinah Shore Show
NBC-TV

SHRUM, CAL
Cal Shrum Show
WMAY, Springfield, Ill.
SILAS, BILL
KELD, El Dorado, Ark.
SILVER, JOE
Mr. I. Magination
CBS-TV
SILVER SADDLE BOYS
Silver Saddle Boys
KWBW, Hutchinson, Kans.
SIMMONS, S. E.
KTUR, Turlock, Calif.
SIMS, BARBARA
Panhandle Pete & Jennifer
NBC-TV

SINATRA, FRANK
Frank Sinatra Show
CBS-TV

SINCLAIR, JOHN
Cousin John
WLEE, Richmond, Va.

SKELTON, RICHARD "RED"
B. July 18th, Vincennes, Indiana; Red Skelton Show, NBC-TV; Red Skelton Show, CBS; Motion Pictures, M-G-M

SKINNER, GEORGE
KYW, Barn Dance
KYW, Philadelphia, Pa.
SKINNER, JIMMIE
The Jimmie Skinner Show
WNOP, Newport, Ky.
SKYLINE BOYS
WYVE, Wytheville, Va.
SLATER, BILL
Headline Clues From Broadway To Hollywood
Twenty Questions
Du Mont
SMITH, BILL
Brighter Day
CBS
SMITH, BOB
Howdy Doody
NBC-TV
THE SMITH FAMILY
WKLV, Blackstone, Va.
SMITH, CHESTER
Chester Smith Hr.
KTRB, Modesto, Calif.

SMITH, KATE
The Kate Smith Hour
The Kate Smith Evening Hour
NBC-TV

SMITH, KID
Dixie Night Hawks
KSDN, Aberdeen, S. D.

SMITH, SYDNEY
B. April 6, 1923, New York, N. Y.; Market Melodies, WJZ-TV; Cosmopolitan Theater, WABD; Cavalcade of Stars, WABD; Strike It Rich, CBS-TV; Leave It To The Girls, NBC-TV; Holiday Hints, WJZ-TV

SMOLEN, VIVIAN
Stella Dallas
NBC
Our Gal Sunday
CBS

SMYTHE, ANTHONY
One Man's Family
NBC
SNODGRASS, GOOB
Country Junction
WTOC, Savannah, Ga.
SNYDER, DAN
Western Jamboree
KBMN, Bozeman, Montana
SOLWAY, L.
CKLB, Oshawa, Ont., Canada
SONNIER, A. B.
Louisiana Swingsters
KLFY, Lafayette, La.
SONS OF DIXIE
Hillbilly Hoedown
WHIT, New Bern, N. C.
SONS OF PLAINS
Sons of Plains
WCMB, Lemoyne, Pa.
SONS OF THE RANGE
KVOO, Tulsa, Okla.
"SONS OF THE SOIL"
Sons Of The Soil
WDLB, Marshfield, Wis.
SONS OF THE SOUTH
Sons Of The South
WSTP, Salisbury, N. C.
SOTHERN, ANN
Adventures of Maisie (MGM)
MBS
SPEARS, CHARLIE
Ranch House Tales
WTVR, Richmond, Va.
SPIVAK, LAWRENCE E.
Meet The Press
NBC-TV
Keep Posted
DuMont
STACK, MERV
CJRL, Kenora, Ont., Canada
STACY, JIM
Coffee Club
WCPO-TV, Cincinnati, Ohio
STANG, ARNOLD
The Henry Morgan Show
NBC-TV
STARR, KAY
All Star Revue
NBC-TV
STERLING, JACK
The Big Top
CBS-TV
STEVE & GOLD STAR BAND
WCKB, Dunn, N. C.
STEVENS, JULIE
Romance Of Helen Trent
CBS
STEWART, LEE
Morning Frolic
WHAT, Philadelphia, Pa.
STOKES, ERNEST
Mustard & Gravy
WGTM, Wilson, N. C.
STONE, DAVID
Sunrise Roundup
Main Street
KSTP, Minneapolis-St. Paul, Minn.
STONE, EZRA
The Aldrich Family
NBC-TV
STONE, HARLAN
Adventures of Archie Andrews
NBC
STONE, KIRBY
Chesterfield Sound-Off Time
Quintet
Broadway Open House
NBC-TV
STONE, LEWIS
The Hardy Family (MGM)
MBS
STONE, SID
Texaco Star Theater
NBC-TV
STRONGIN, MIMI
Fairmeadows USA
NBC-TV
STUART, MARY
Search For Tomorrow
CBS-TV
STYRES, GLEN
Small Fry Club
Du Mont
SULLIVAN, ED
Toast Of The Town
CBS-TV
SUMMERS, WILLIAM
Small Fry Club
Du Mont
THE SUNSHINE GIRL
KIRX, Kirksville, Mo.
SUSANN, JACQUELINE
Shoppers' Corner
Open Door
WABD, New York, N. Y.
SUTTON, GRADY
The Egg And I
CBS-TV
SWAN, JIMMY
Jimmy Swan Show
WFOR, Hattiesburg, Miss.
SWANSON, CARL
Mr. Sunshine Show
WRUN, Utica, N. Y.
SWENSON, KARL
Mr. Chameleon, Our Gal Sunday
CBS
Lorenzo Jones
NBC

— T —

TABLER, BOB
Time For Tabler
KBOR, Brownsville, Texas
TACY, ED
Ed Tacy Show
WGAC, Augusta, Ga.
TAYLOR, DENNY
Denny Taylor Trio
WHIZ, Zanesville, Ohio
TAYLOR, FRANK W.
Chronoscope
CBS-TV
TAYLOR, KENT
Boston Blackie
NBC-TV
TAYLOR, MARY LEE
NBC
TEDROW, IRENE
Meet Corliss Archer
CBS-TV
TEMPLE, PICK
WTOP-TV, Washington, D. C.
TENNESSEE JAMBOREE
WSM-TV, Nashville, Tenn.
TERKLE, STUDS
Voice Of The Terkle
WENR, Chicago, Ill.
TETLEY, WALTER
The Great Gildersleeve
NBC
THEIS, FRANK
Classics Country Style
WRHC, Jacksonville, Fla.
THOMAS, AL
Al's Jamboree
WAGC, Chattanooga, Tenn.

THOMAS, DANNY
B. Jan. 16, 1915; Deerfield, Mich.; All Star Revue; Colgate Comedy Hour, NBC-TV; Motion Pictures-Warner Bros., RCA-Victor Recording Contract

THOR, LARRY
Broadway's My Beat
CBS
THORSEN, ETHEL
The Ethel Thorsen Show
WABD, New York, N. Y.
THREE SUNS TRIO
NBC
TIERNEY, WALSH
Teen Age Time
WICY, Malone, N. Y.
TILLER, TED
Mr. I. Magination
CBS-TV

TILLSTROM, BURR
Kukla, Fran And Ollie
NBC-TV

TOMPKINS, JOAN
This Is Nora Drake
CBS
TORRES, LUPE
Spanish Program
KTXC, Big Spring, Texas
TOTTER, AUDREY
Meet Millie
CBS
TRAUBEL, HELEN
All Star Revue
NBC-TV
TREMAYNE, LES
The Women In My House
NBC
TRENT, SYBIL
Let's Pretend
CBS
TRIPP, PAUL
Mr. I. Magination
CBS-TV
TRUMAN, MARGARET
The Big Show
NBC
The Screen Director's Playhouse
NBC
TUCKER, SOPHIE
All Star Revue
NBC-TV
TURNER, DEAN
Turners Turntable
KWBC, Ft. Worth, Texas
TURNER, ZEB
WEAM, Arlington, Va.
TURNER, ZEBE
WBAL, Baltimore, Md
TUTTLE, WESLEY
Tuttle Time
KFVD, Los Angeles, Calif
TWEDELL, FRANK
The Egg And I
CBS-TV
TYLER, DICK
The Aldrich Family
NBC-TV
TYLER, JUDY
Howdy Doody
NBC-TV
TYLER, TOM
Fairmeadows USA
NBC-TV

— V —

VALENTINE, GRACE
Stella Dallas
NBC
VALENTINE, JACK
Jack Valentine Show
WBAP, Fort Worth, Texas
Barn Dance
WBAP-TV, Fort Worth, Tex.
VALLEE, RUDY
Texaco Star Theater
NBC-TV

VALLEY TROUBADOURS
WGBA, Columbus, Ga.
VANCE, VIVIAN
I Love Lucy
CBS-TV
VANDER PLOEG, FRANKIE
Quiz Kids
CBS-TV
VANDERPYL, JEAN
Father Knows Best
NBC
VAN DEVENTER, FRED
Twenty Questions
Du Mont
VAN PATTEN, DICK
Mama
CBS-TV
VOLA, VICKI
Mr. District Attorney
NBC

— W —

WAGONER, PORTER
Porter Wagoner Show
KWTO, Springfield, Mo.
WALDO, JANET
Meet Corliss Archer
CBS
WALL, LUCILLE
Lorenzo Jones
NBC
WALLACE, MIKE
Mike And Buff
CBS-TV
WARNER, GERTRUDE
The Shadow
MBS
WATERMAN, WILLARD
The Great Gildersleeve
NBC
WATSON, TOMMY
KMOX, St. Louis, Mo.
WEAVER, DOODLES
Doodles Weaver Show
NBC-TV
WEBB, JACK
Dragnet
NBC
WEBB, STANLEY
Crime Photographer
CBS-TV
WEEKS, BARBARA
Young Dr. Malone
CBS
WEIST, DWIGHT
Second Mrs. Burton
CBS
WELLES, ORSON
The Black Museum (MGM)
MBS
WE T, ROOKS
My Friend Irma
CBS-TV

WESTFALL, KAY
B. April 10, Chicago, Ill.; Bob And Kay, WENR-TV; Oh Kay, ABC-TV; 4 Star Revue, NBC-TV

WESTMAN, NYDIA
Young Mr. Bobbin
NBC-TV
WESTMORELAND, PAUL
Western Hit Parade
KCRA, Sacramento, Calif.
WEVER, NED
Young Widder Brown
NBC
Under Arrest
MBS
WHISPERING STRINGS
WLOH, Princeton, W. Va.
WHITE, BERNIE
Bernie White
WFGM, Fitchburg, Mass.
WHITFIELD, ANNE
The Phil Harris - Alice Faye Show
NBC
WHITLEY, RAY
WMEX, Boston, Mass.
WILDER, JAMES
Howdy Neighbor
WFRP, Savannah, Ga.
WILKERSON, WALT
Merry Morning Melodies
WJMA, Orange, Va.
WILLIAMS, CURLY
Georgia Peach Pickers
WHMA, Anniston, Alabama
WILLIAMS, CURLY
Radio Rodeo
WOAI, San Antonio, Texas
TV Dude Ranch
WOAI-TV, San Antonio, Texas
WILLIAMS, FLORENCE
Front Page Farrell
NBC
WILLIAMS, JIMMY
Bill Dawes Show
WCPO-TV, Cincinnati, Ohio
WILLIAMS, SPENCER, JR.
Amos 'N' Andy
CBS-TV
WILLIS, RICHARD
Here's Looking At You
NBC-TV
WILSON, EARL
Stage Entrance
Du Mont
WILSON, ED
The Country Show
WFEC, Miami, Fla.
WILSON, FREDDY
Freddy Wilson Show
KYMA, Yuma, Ariz.
WILSON, HAPPY & HIS GOLDEN RIVER BOYS
WAPI, WAFM-TV, Birmingham, Ala.
WILSON, JANE
Celebrity Time
CBS-TV
WILSON, LOIS
The Aldrich Family
NBC-TV
WILSON, MARIE
My Friend Irma
CBS-TV

WINCHELL, PAUL
B. Dec. 21, 1923, New York, N. Y.; The Paul Winchell & Jerry Mahoney Show, NBC-TV; The Milton Berle Show, NBC-TV; The Kate Smith Show, CBS-TV; The Colgate Comedy Hour with Ezio Pinza, NBC-TV; Ted Mack's Amateur Hour, NBC-TV

WINSLOWE, PAULA
The Life of Riley
NBC
WINTERS, GWENNIE
The Gwennie Winters Show
WRYO, Rochester, Pa.
WISEMAN, MAC
The Mac Wiseman Show
WPAQ, Mt. Airy, N. C.
WIZIARDE, FRANK
KFRM, KMBC, Kansas City, Mo.
WOLFE, MIRIAM
Let's Pretend
CBS
WONG, ANNA MAY
Mme. Liu Tsong
Du Mont
WOOD, PEGGY
Mama
CBS-TV
WOODARD, TOMMY
KVLF, Coral Gables, Fla.
WOOLLEY, MONTE
The Magnificent Montague
NBC
WORKMAN, DAVE
Joe Klare's Korn Krib
KVON, Napa Calif.
WRAGGE, BETTY
Pepper Young's Family
NBC
WRIGHT, BEN
Pursuit
CBS
WRIGHT, GEORGE
Crime Photographer
CBS-TV

WRIGHTSON, EARL
Paul Whiteman Revue, ABC-TV; Earl Wrighton's At Home Show, ABC-TV; Musicland, U. S. A., CBS; Guest "The Big Show," NBC; Guest-NBC Symphony, NBC

WYNN, ED
B. Nov. 9, 1886, Philadelphia, Pa.; Colgate Comedy Hour, NBC-TV; All Star Revue, NBC-TV

— Y —

YANEY, "SKEETS"
KMOX, St. Louis, Mo.
YODELIN, SLIM CLARKE
WARE, Ware, Mass.
YOUNG, AGNES
Aunt Jenny
CBS

YOUNG, ALAN
B. November 19, North Shield, Northumberland, England; Alan Young Show, CBS-TV; Motion Pictures

YOUNG CARLETON
The Whisper
NBC
YOUNG, EVE
Eve Young Show
NBC
YOUNG, ROBERT
Father Knows Best
NBC
YOURMAN, ALICE
Adventures of Archie Andrews
NBC

— Z —

ZEMBRUSKI, VICTOR
Polish Eagles
WAVZ, New Haven, Conn.

ZERBE, LAWSON
B. Portland, Ore.; Gangbusters, CBS; Counterspy, NBC; Gabby Hayes, Mysterious Traveller, Peter Salem, Joseph Cotten Show, MBS; Wm. Gargan Show, NBC

ZIMMERMAN, CARL CAPT.
The Big Picture
CBS-TV

ROBERTA QUINLAN

VOCAL ARTISTS

RADIO AND TELEVISION
—their work during 1951

★

— A —

AARTHUN, JOHAN
Song Of The Country
KING, Seattle, Wash.

ABBOTT, MARGIE
Marge & Tony
KSTL, St. Louis, Mo.

ADAMS, JACK
Jack Adams Show
WVMC, Mt. Carmel, Ill.

ADDISON, AL
Al Addison's Westernaires
CHUB, Nanaimo, B. C., Can.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALBERT, C. E.
Un Quart D'Heure Avec
CJFP, Riviere Du Loup, P., Que., Canada

ALEXANDER, DURELLE
The Durelle Show
WBAP-TV, Fort Worth, Texas

ALLAN, FRANK
Frank Allan Show
WEAV, P'attsburg, N. Y.

ALLEN, TOMMY
Tommy Allen Show
KOMA, Oklahoma City, Okla.

ALMAGUER, ROSITA
On The Alamo
WOAI-TV, San Antonio, Texas

ANDERSON, LES (CARROT TOP)
B. Feb. 20, 1921, Siloam Springs, Arkansas; "Carrot Top" Anderson TV Show; Star of "Town Hall" Radio Show, NBC; Recording Artist for Decca.

ANDREW SISTERS
Colgate Comedy Hour
NBC-TV

ANTHONY, RAY & HIS CHORUS
Perry Como Show
CBS-TV

ARCHER, GENE
WNBW, Washington, D. C.

ARDEN, TONI
Texaco Star Theater, NBC-TV; Sinatra Show, CBS-TV; Colgate Hour, NBC-TV; Bob Hope Show, NBC-TV; Columbia Records

ARMISHAW, ETHEL
The Old Songs
CHUB, Nanaimo, B. C., Can.

ARO, BOBBY
Vagablond Serenader
WHLB, Virginia, Minn.

ASHBY, ALVAN
Toast 'N' Coffee
WGBF, Evansville, Ind.

ASHMAN, MIKE
Evening Serenade
KTOH, Lihue, Kauai, Hawaii

ATNIP, IVAN
Western Serenaders
KVNU, Logan, Utah

ATTER, VIRGINIA
WMBR-TV, Jacksonville, Fla.

AUSTIN, DON
WHOW, Clinton, Ill.

— B —

BABBITT, HARRY
Bandstand Revue
KTLA, Los Angeles, Calif.

BAINES, BEVERLY
KPDN, Pampa, Texas

BAKER, JEANNIE
J. B. Show
WLBG, Laurens, S. C.

BAKER, JOY
WBBZ, Ponca City, Okla.

BALL, GEORGE
Quittin' Time
WXYZ, Detroit, Mich.

BALLARD, KAY
Mel Torme Show
CBS-TV

BALLARD, LYN
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

BARBER SISTERS
Barber Sisters
WKOK, Sunbury, Pa.

BARCLAY, FRAN
WJNC, Jacksonville, N. C.

BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.

BARLOW, JERRY
Hi-Neighbors
KLOU, Lake Charles, La.

BARNES, WAYNE
The Old Corral
KGPH, Flagstaff, Ariz.

BARTON, EILEEN
The Bill Goodwin Show
NBC-TV

BARTON, JOHN & CLARA
WHOW, Clinton, Ill.

BASIL, TROY
Troy Sings
WKAY, Glasgow, Ky.

BEARD, JEAN
Jean Beard Show
WFAI, Fayetteville, N. C.

BEARSDALE, PAT
Songs Of The Golden West
KLFM, Minot, N. Dak.

BECKETT, RON & DOUG
Ranger's Cabin
CKNW, New Westminster, B. C., Canada

BELL, BOB
Breakfast Frolic
KFH, Wichita, Kans.

BELLAMY, TOMMY
Happy Valley Serenade
WKAY, Glasgow, Ky.

BENTLEY, JUNE
Lake Club Show
WMAY, Springfield, Ill.

BENZELL, MIMI
The Railroad Hour
The Pet Milk Show
NBC

BERNIER, DAISY
Fred Waring Show
CBS-TV

BETTINGER, JACK
WTOL, Toledo, Ohio

BIRCH, TOMMYE
KMOX, St. Louis, Mo.

BIRD, ROBERT C.
Tuning In With Fletcher
WRAL, Raleigh, N. C.

BLACKWOOD BROS.
WMPS, Memphis, Tenn.

BLAIR, LOIS
KROS, Clinton, Iowa

BLAUIN, J. W.
Youth In Religion
WCOA, Pensacola, Fla.

BOLAND, NORMAN
Uncle Norm.
WFBG, Altoona, Pa.

BOSCH, HENRY G.
Smilin' Time
Henry Bosch Sings
WFUR, Grand Rapids, Mich.

BOUCK, LOUIS
Name The Song
WMTC, Vanceve, Ky.

BOUDREAU, ELIZABETH
Curtain Time
WMEX, Boston, Mass.

BOWMAN, LOIS
Lois Sings
KJFJ, Webster City, Iowa

BRAY, CURLY
Buddies Of Airlanes
WHBF-TV, Rock Island, Ill.

BREENE, PAT
Pat Breene Show
KTUL, Tulsa, Okla.

BREES, BUD
The Bud Brees Show
WPEN, Philadelphia, Pa.

BRIGHT, WELDON
Weldon Bright Show
KGNC, Amarillo, Texas

BRITT, ELTON
The Elton Britt Show
NBC

BROCK, KATHOLEEN
Say It With Music
KIBL, Beeville, Texas

BROOKS, ELOISE
1 O'clock Jump Time
KCOK, Tulare, Calif.

BROOKS, GLORIA
WKRC-TV, Cincinnati, Ohio

BRYANT, JAY
Jam & Jive
KOCA, Kilgore, Texas

BUNA QUARTET
KFDM, Beaumont, Texas

BURNS, FREDDIE
WHBQ, Memphis, Tenn.

BUSH, BARBARA
Song Premier
WNHC-TV, New Haven, Conn.

BUSH, DON & HELEN
Don & Helen
WBAP, WBAP-TV, Fort Worth, Texas

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, Ohio

BUTCHER, JACK
Saturday Roundup
KWPC, Muscatine, Iowa

BUTLER, WARDE
Coffee Club
WHIZ, Zanesville, Ohio

BUZZ & BILL
Buzz & Bill
WJAS, Pittsburgh, Pa.

— C —

CABE, WILLARD
The Gospelaires
WLET, Toccoa, Ga.

CAHILL, ROBERT
WOW, WOW-TV, Omaha, Nebr.

CAMERON, BARBARA
Dave And Barbara
WKRC, Cincinnati, Ohio

CANOVA, JUDY
(Mrs. Philip Rivero)
B. Nov. 20, 1916, Jacksonville, Florida; Under Contract to NBC, Radio; Motion Picture, Republic

CANTOR, EDDIE
(See Radio-TV Artists)

CAPLE, BETTY
The Caples
KVNI, Coeur D'Alena, Idaho

CARAGHER, JIMMY
WMBD, Peoria, Ill.

CARMEN, DICK
Date At Six
WNHC-TV, New Haven, Conn.

CARON, ESTELLE
Vive La Canadienne
CKCH, Hull, Que., Canada

CARR, NANCY
WGN, Chicago, Ill.

CARROLL, JIMMY
Musicland U. S. A.
CBS
Most Important People
Dumont

CARROLL, TOMMY
WMBR-TV, Jacksonville, Fla.

CARSON, JACK
B. Oct. 27, 1910, Carman, Manitoba, Canada; "All Star Revue," NBC-TV.

CARSON, KEN
Garry Moore Show
CBS-TV

CARSON, MARTHA
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.

CARTER, ELMER
Bit of Ireland
WHAY, New Britain, Conn.

CARTER, WES
Dinner Bell
WKNX, Saginaw, Mich.

CASON, MARION
Marion Cason
WAIR, Winston-Salem, N. C.

CHAPEL, BETTE
Garroway At Large
NBC-TV
WNBQ, Chicago ,Ill.

CHAPPELL, BOB
Piano Talks
KXOX, Sweetwater, Texas

CHASE, DALE
Iowa Troubador
KOEL, Oelwein, Iowa

CHENOWETH, LAVADA
KBNZ, La Junta, Colo.

CHEROKEE, JACK (HENLEY, LEWIS)
Cherokee Jack Show
KMO, Tacoma, Wash.

THE CHORDETTES
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

CIO CINGERS
Listen To Labor
WBCO, Birmingham-Bessemer, Ala.

CLAIRE, DOROTHY
Paul Winchell-Jerry Mahoney Show
Henry Morgan Show
NBC-TV

CLAIR, JUDY
Coffee 'n' Cakes
WXYZ-TV, Detroit, Mich.

CLAIRE, TIPPY
Tippy And Clyde
WARD, Johnstown, Pa.

CLARK, AL
The Al Clark Show
KOTA, Rapid City, S. Dak.

CLEMENTS, ZOKE
Man From Music Mountain
WPAI, Birmingham, Ala.

CLEMMONS, ETHEL KING
Ethel King Clemmons Show
KGIN, Glenwood Springs, Colo.

CLINE, BEA
Bea Cline Sings
WWOD, Lynchburg, Va.

CLITES, MINOR
KRES, St. Joseph, Mo.

COBIA, VIRGIL
KCJB, Minot, N. Dak.

COLBY, MARION
The Doodles Weaver Show
NBC-TV

COLE, LYNN
Star Room
KPRC-TV, Houston, Texas

COLELLA, AL
Lunchtimers
WBRE, Wilkes-Barre, Pa.

TONY MARTIN

To the Radio and Television Editors Throughout the Nation . . . Thanks.

COLLINS, DOROTHY
Your Hit Parade
NBC, NBC-TV

COLORADO PETE
KMBC, KFRM, Kansas City, Mo.

COLTON, CLARENCE
Morning Melodies
CKTB, St. Catharines, Ont., Canada

COMO, PERRY
Perry Como Show
CBS-TV

CONDON, BOB
KIMA, Yakima, Wash.

CONFER, JIMMY
Baron Elliott Octet
WCAE, Pittsburgh, Pa.

CONTE, JOHN
John Conte's Little Show
NBC-TV

COOK, DONNA
Serenade In The Night
KGA Spokane, Wash.

COOK, JOE
Frolic Time
KGGF, Coffeyville, Kans.

COOK, SUE
Singing with Sue
KSPT, Sandpoint, Idaho

COOKE, JACK
Jack Cooke Sings
CKCK, Regina, Sask., Canada

COOLEY, JOHN
Your Singing Host
WEAM, Arlington, Va.

COOPER, GENEVA
Geneva Cooper
WINN, Louisville, Ky.

CORNWALL, ARTHUR
Memory Time
WGCD, Chester, S. C.

CORNWELL, GIN
Gin Cornwell Show
KWFT, Wichita Falls, Texas

CORVO, JOHNNY
Song Premier
WNHC-TV, New Haven, Conn.

COTTEY, MICKEY
Mickey Cottey
KMA, Shenandoah, Iowa

COURY, ROSELLE
Roselle Coury
WCOU, Lewiston, Maine

COYLE, JERRY
Rollin With Stone
WRGB, Schenectady, N. Y.

CRAWFORD, NAOMI
KMOX, St. Louis, Mo.

CRIST, PHIL
Club 1300
WFBR, Baltimore, Md.

CROCKER, CHARLES
KFBI, Ranch Boys
KFBI, Wichita, Kans.

CROOK, MARIAN
Dream Train
KOWH, Omaha, Nebr.

CROSBY, BOB
Club 15
CBS

— D —

DAHLSTROM, EARL
The Earl Dahlstrom Show
KLIX, Twin Falls, Idaho

DANA, JOE
Dana on Discs
KOY, Phoenix, Ariz.

DANN, ROGER
The Bill Goodwin Show
NBC-TV

DAVIDSON, LOREN
Scandia Barn Dance
KOMO, Seattle, Wash.

DAVIES, EDWARD
WMAQ, Chicago, Ill.

DAVIS, DONNA
Mon. Musical
Sun. Serenade
WDAY, Fargo, N. Dak.

DAVIS, GEORGE
The Singing Miner
WKIC, Hazard, Ky.

DAVIS, "HONEY"
Magic Valley Jamboree
WTIP, Charleston, W. Va.

DAVIS, JANETTE
Arthur Godfrey Morning Show
CBS-TV

DAWN, MARION
Club 1300
WFBR, Baltimore, Md.

DAY, DENNIS
The Dennis Day Show
NBC

DEAN, BILLY
Missouri Valley Barn Dance
WNAX, Yankton, S. D.

DEANE, JUDY
Judy Deane Show
KNBC, San Francisco, Calif.

DEEL, SANDRA
Date On Broadway
WABD, New York, N. Y.

DEER, JIMMY
The Jimmy Deer Show
WDAK, Columbus, Ga.

TONI ARDEN

Columbia Records

Texaco Star Theatre

Sinatra Show

Colgate Hour

Toast of The Town

Bob Hope Show

Edgar Bergen Show

Guest on Every Top
TV and Radio Show

Direction MCA

Star Management —
Gerard W. Purcell

DEHLIN, ERIC
Dehlin Dozen
WGIV, Charlotte, N. C.
DeLAND, JIM
Jim DeLand Show
WWJ-TV, Detroit, Mich.
DELINE, JIM AND HIS GANG
WSYR, Syracuse, N. Y.
DEL MAR, DOLORES
Just For You
WJAS, Pittsburgh, Pa.
DE LONG, HOWARD
Memory Lane
WENT, Gloversville, N. Y.
DEWITT, KAY
Kay Sings
WLBZ, Bangor, Maine
DIAZ, LUIS ALFONSO
Canciones Para Ti
WPRP, Ponce, Puerto Rico
DICK, BOBBY
"Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas
DICK, GERALDINE
"Marlingaires" Western & Hillbilly
WREN, Topeka, Kansas
DIESING, ANNE
Grant Wilson Show
WXEL, Cleveland, Ohio
DOGGETT E. LLOYD
KELD, El Dorado, Ark.
DOWNEY, JACK
Music Shop
WONS, Hartford, Conn.
DUCAN, TOMMY
Tommy Ducan Show
KTRB, Modesto, Calif.
DUDLEY, LEON
Leon Dudley Show, Hammond Harmonies
KGHF, Pueblo, Colo.
DUGUAY, JEANETTE
Jeanette Duguay Sings
CFNB, Fredericton, New Brunswick, Canada
DUKE, JENNY
Tune Talk
WEAR, Pensacola, Fla.
DUNHAM, BURT
Friendly Time
WNAX, Yankton, S. D.
DUNIGAN, GERTRUDE
The Dunigans
WJTN, Jamestown, N. Y.
DUNIGAN, JACK
The Dunigans,
WTJN, Jamestown, N. Y.
DUNLAP, MILAN
WBBZ, Ponca City, Okla.
DUNN, JOHN
John Dunn Sings
WLOH, Princeton, W. Va.
DUNN, PAT
Pat Dunn Sings
WDAF, Kansas City, Mo.

— E —

EANES, JIM & SHENANDOAH VALLEY BOYS
WBTM, Danville, Va.
EATON, JACK
Jack Eaton Show
KWKW, Pasadena, Calif.
EDWARDS, AL
Nash's Coffee Time
Musically Yours
WDAY, Fargo, N. Dak.
EMERSON, VI
Vi Emerson Show
CHML, Hamilton, Canada
ESTELLE, DELORES
Delores Estelle Show
WMRY, New Orleans, La.
ESTES, DON
Music City, U. S. A.
WSM-TV, Nashville, Tenn.
EVANS, WHITEY
Harvest Hands
WDGY, Minneapolis, Minn.

— F —

FANTAISISTES, JEAN-LUC
Les Camarades
CKCH, Hull, Que., Canada
FARNELL, AUDREY
Music To Remember
CHNS, Halifax, Nova Scotia, Canada
FARRELL, SKIP
WMAQ, Chicago, Ill.
Big City Serenade
NBC
FATS, HAPPY
Song By Happy Fats
KROF, Abbeville, La.
FIELD, KAY
S' Prize Party
WIRE, Indianapolis, Ind.
FISHER, JOE & RUSS
Party Line
WKCT, Bow'ing Green, Ky.
FLOWERS, SALLY
Meetin' Time At Moore's
WLW-C, Columbus, Ohio

THE HEATHERTONES
THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.
Management: Peter Dean • CO. 5-0790

BETTY ANN GROVE
THE BERT PARKS SHOW
3:30 to 4:00 P.M. — CBS-TV
Mon., Wed., Fri.
STOP THE MUSIC
8-9 P.M., Thurs. — WJZ-TV
Management: Peter Dean • CO. 5-0790

FOLEY, RED
The Red Foley Show
Prince Albert Grand Ole Opry
NBC
FONTANE SISTERS
Perro Como Show
CBS-TV
FORAN, JIM
Gal About Town & A Guy
KGST, Fresno, Calif.
FRY, BETTY
Harp Strings
WGPA, Bethlehem, Pa.
FRYE, MAUREEN
Third Call
WWJ, Detroit, Mich.

— G —

GARDNER, JUNE
Musical Clock
WFBL, Syracuse, N. Y.
GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV, Fayetteville, Tenn.
GILLETTE, MARION
Let's Take A Holiday
WJR, Detroit, Mich.
GLASS, BILL
The Glass Showcase
KRMG, Tulsa, Okla.
GLASS, CATHERINE
It's Time For Music
WFLO, Farmville, Va.
GLENN, RAY
Ray Glenn Presents
KGIW, Alamosa, Colo.
GLENN, TONY
Marge & Tony
KSTL, St. Louis, Mo.
GOLETTE, NELLY
WOR-TV, New York, N. Y.
GOODE, GLORIA
WXYZ-TV, Detroit, Mich.
GORDON, PHIL
Four O'Clock Frolic
WDSU-TV, New Orleans, La.
GRADY, DON
Don Grady Show
WHAV, Haverhill, Mass.
GREER, FRANCES
Musicland U. S. A.
CBS
GRIGGS, DICK
WVLN, Olney, Ill.
GRIM, CHARLES
WIEL, Elizabethtown, Ky.
GROVE, BETTY ANN
The Bert Parks Show
NBC-TV

— H —

HAGAMAN, CHARLES
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.
HAGGART, BUD
The Blue Chasers
WFDF, Flint, Mich.
HALDENBY, HAROLD, MRS.
At Home With Ladies
CKNX, Wingham, Ont., Can.
HALEOKE
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV
HALFTOWN, CHIEF
Pony Express
WFIL-TV, Philadelphia, Pa
HALL, WENDELL
Wendell Hall Reflections
WBKB, Chicago, Ill.
HAMILTON, WARD
Coffee Club
WWNY, Watertown, N. Y.
HAMMANS, LILY JO
Lily Jo Sings
KWNW, Wenatchee, Wash.
HANNY, RUTH
Jack & Jean
KARE, St. Joseph, Mo.
Atchinson, Kans.
HANSON, BURT
Breakfast With Bob
WCCO, Minneapolis, Minn.
HARRIS, JACK
Third Call
WWJ, Detroit, Mich.
HARTMAN, HOWARD
The Howard Hartman Show
KPRC, Houston, Texas
HASKELL, JACK
Garroway At Large
NBC-TV
HAYES, BILL
Your Show of Shows
NBC-TV
HAYMES, BOB
The Bob Haymes Show
WNEW, New York, N. Y.
Date On Broadway
WABD, New York, N. Y.
HEATHERTON, RAY
Heatherton House
WOR, New York, N. Y.

LANNY ROSS

1951-52

40 Concerts √

12 TV Shows √

250 Mutual Broadcasts √

115 East 53rd St., New York City

JUNE VALLI

RCA VICTOR RECORDING ARTIST

"Stop the Music"

HEATHERTONES
Bert Parks Show
CBS-TV

HILL, ED
Radio Club
WPAD, Paducah, Ky.

HIT PARADERS
Your Hit Parade
NBC, NBC-TV

HOLDEN, JACK
Jack & Frances
WEAS, Atlanta- Decatur, Ga.

HORNE, LENA
Colgate Comedy Hour
NBC-TV

HOWARD, PAUL
Club Miscellaneous
WTRF, Bellaire, Ohio

HUDSON, HENRY
Hudson's Serenader's
KOVE, Lander, Wyo.

HUFFMAN, JULE
Meet The Ladies
WCPO-TV, Cincinnati, Ohio

HUND, BOB
WLW-T, Cincinnati, Ohio

HUTSON, LEE
WIEL, Elizabethtown, Ky.

— I —

IRA AND CHARLES LOUVIN
WMPS, Memphis, Tenn.

IRVING, BOB
Sunny Side
WMAY, Springfield, Ill.

— J —

JACKSON, EDDIE
All Star Revue
NBC-TV

JACOBS, BILL
My Song
WKBV, Richmond, Ind.

JEFFRIES, BILL
TV Song Shop
WFMY-TV, Greensboro, N. C.

JEFFRIES, JOAN
KMTV, Omaha, Nebr.

JENSEN, PATSY
Rockabye Lady
KELK, Elko, Nevada

JOHNSON, DON
Rendezvous with Don
WOND, Pleasantville, N. J.

JOHNSON, JUDY
Show of Shows, NBC-TV.

JOHNSON, STAN
KBRO, Bremerton, Wash.

JORDAN, GIL
Jordan Jingles
KVCV, Redding, Calif.

— K —

KANE, RICHARD
Hit Parade
WUSN, Charleston, S. C.

KAYE, ELAINE
The Bon Ton Show
WMUR, Manchester, N. H.

KEITH, JANE
Jane Keith Sings
KALB, Alexandria, La.

KENDALL, FRED
Fred Kendall Show
WJR, Detroit, Mich.

KERR, ANITA
Anita Sings
WMAK, Nashville, Tenn.

KING, JIM
Me and My Organ
WILM, Wilmington, Del.

KING, JOHNNY
Man Around The House
WWJ-TV, Detroit, Mich.

KINNEY, WENDAL
Studies In Black & White
KMO, Tacoma, Wash.

KIRK, RED
WIMA, Lima, Ohio

KIRSTEN, DOROTHY
The Railroad Hour
NBC

KUHN, ROBERT
Songs By Bob
WILE, Cambridge, Ohio

— L —

LANE, FRANCEY
Easy Does It
NBC-TV

LANGFORD, FRANCES
Star Time
Du Mont

LANSON, SNOOKY
Your Hit Parade
NBC, NBC-TV

LANZA, MARIO
The Mario Lanza Show
NBC

BEST WISHES!

PATSY LEE

•

"DON McNEILL'S BREAKFAST CLUB"

LEE, LINDA
Songs By Linda Lee
WHAZ, Troy, N. Y.
LEE, MEL
Mel Lee Program
KTTR, Rolla, Mo.

LEE, PATSY
B. March 26, 1928, Berkeley, Calif.; Don McNeill's Breakfast Club, ABC, Chicago.

LEE, PEGGY
The Peggy Lee Show
CBS
Steven Allen Show
CBS-TV
LeMASTER, MARY JANE
WMBD Peoria, Ill.
LINN, ROBERTA
Lawrence Welk
KTLA, Los Angeles, Calif.
LOACH, JEAN
LePetit Cafe
WWJ-TV, Detroit, Mich.
LOOMIS, CAROL
Studio A
WKTG, Thomasville, Ga.
LOU, MARY
Southern Maid Show
WRBL, Columbus, Ga.
LOUDON, DOROTHY
Big Time
CBS
LOUIS, JOHN
WSAZ-TV, Huntington, W. Va.
LUND, ART
Ken Murray Show
CBS-TV
LYNCH, CHRISTOPHER
Voice Of Firestone
NBC, NBC-TV

— M —

MACK, JIMMY
Piano Portraits
WHFB, Benton Harbor, Mich.
MacDONALD, JET
Remember This Date
NBC-TV
MacKENZIE, GISELE
Club 15
CBS
MacRAE, GORDON
Railroad Hour
NBC
MARINE, JOE
Fred Waring Show
CBS-TV
THE MARINERS
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV

MARTIN, TONY
B. Dec. 25, 1913, Oakland, Cal.; Carnation Hour; The Tony Martin Show, CBS; Colgate Musical Comedy Hour, NBC-TV; Motion Pictures; Recordings.

MARTINEZ, BLANCA L. DE
WORA, Mayaguez, P. R.
MASIELLO, JOE
WOV, New York, N. Y.
MASSEY, CURT
Curt Massey Show
MBS
Curt Massey Time
CBS
McCLURE, BOB
Let's Make Music
WTAX, Springfield, Ill.
McDONALD, LOUISE
Songs By Louise McDonald
WRFD, Worthington, Ohio
McINTIRE, RUSS
Songs By Russ McIntire
WSTP, Salisbury, N. C.
McPHAIL, JIMMY
Songs By Jimmy McPhail
WUST, Bethesda, Md.
MELLO-LARKS
Broadway Open House
Doodles Weaver Show
NBC-TV
Mel Torme Show
CBS-TV

MELTON, JAMES
Ford Festival
NBC-TV

MERRIDEW, REG
Reg and Henry
WGAR, RITA
MERSMAN, RITA
Coffee Club
WCPO-TV, Cincinnati, Ohio
MILNE, NANCY
Milne & Townsend
WDBJ, Roanoke, Va.
MILLER, PAUL
Songs To Remember
KREO, Indio, Calif.
MITCHELL, WM., JR.
Musical Clock
WFBL, Syracuse, N. Y.
MORATH, MAX
Max is Back
KVOR, Colorado Springs, Colo.
MORGAN, JANE
The Girl From Paris
NBC
MORRIS, CHARLOTTE
You Name It
WJJD, Chicago, Ill.
MORRISON, BOB
S' Prize Party
WIRE, Indianapolis, Ind.
MULLIN, DIANE
Diane Comes Calling
WKAL, Rome, N. Y.
MURDOCH, PEGGY
A Guy, A Gal, & A Song
WIND, Chicago, Ill.
MURRAY, JOHNNIE
Murray Matinee
WMAK, Nashville, Tenn.
MUSSARD, FLOYD
Songs By Floyd
WRFD, Worthington, Ohio

— N —

NELSON, JOHANNA
Johanna Sings
WOND, Pleasantville, N. J.
NEVINS, NATALIE
Strictly For The Girls
WCAU, Philadelphia, Pa.
NEWLAND, PETE
WIMA, Lima, Ohio
NEWLIN, BETTY
Songs By Betty Newlin
WROY, Cami, Ill.
NO NAME TRIO
We three
WPBC, Minneapolis, Minn.
NOEL, DICK
WLW, WLW-TV, Cincinnati, Oh'o
NOLTON, JOHNNY
Johnny Nolton Show
WFAA, Dallas, Texas
NOVAK, MILDRED
Millie Novak Sings
WPIC, Sharon, Pa.
NYLAND, RALPH
Big Time
CBS

— O —

OGBURN, RUTH
WIUY, Jacksonville, Fla.
O'HEREN, RICHARD
WHK, Cleveland, Ohio
O'NEAL, HELEN
WBTV, Charlotte, N. C.
OWEN, PEGGY
Breakfast With Big
WJTN, Jamestown, N. Y.
OWENS, JACK
Jack Owens Show
KNX, Los Angeles, Calif.

— P —

PADLEY, JEANETTE
Date With Jeanette
WHIT, New Bern, N. C.
PAIGE, CONA
Date At Six
WNHC-TV, New Haven, Conn.
PALMER, JANE
Jim Deland Show
WWJ-TV, Detroit, Mich.
PALMER, MARY
Top o' the Morning
WGBA, Columbus, Ga.
PARENT, JEANINE
Meet Jeanine
WFAU, Augusta, Maine
PARKER, DEE
Musical Treasures
WXYZ, Detroit, Mich.
PARKER, RANDALL
Randall Parker Sings
WKBV, Richmond, Ind.
PATTERSON, CREAN
Patter by Patterson
WONS, Hartford, Conn.
PEEBLES, JOSAPHINE
Jo Peebles Show
WHHH, Warren, Ohio
PHILLIPS, JO
Jo Phillips Sings
WHSC, Hartsville, S. C.
PHILLIPS, RALPH
Club 1300
WFBR, Baltimore, Md.

PIAZZA, MARGUERITE
Your Show Of Shows
NBC-TV
Metropolitan Opera Co.

PICKENS, JANE
Pickens Party
NBC
POST, BILL
Telemart
KSL-TV, Salt Lake City, Utah
POTTER, PENNY
Talent Time
KCOK, Tulare, Ca'if.
POULIN, DENISE
Reverie Musicale
CKCH, Hull, Que., Canada
PRATT, TOMMY
Tea-time with Tommy
KEEN, San Jose, Calif.
PRICE, GEORGE
Big Time
CBS
PRICE, VIVIAN
Sunday Sing
WMEV, Marion, Va.
PRYER, CHARLENE
Charlene's Party Line
WJVA, South Bend, Indiana

PRYOR, HARLEY
KUBC, Montrose, Colo.
PUDNEY, EARLE
Earle Pudney Show
WGY, Schenectady, N. Y.

— Q —

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV

QUINLAN, ROBERTA
Mohawk Showroom
NBC-TV
QUINN, BENNY
Rainbow Review
KSUB, Cedar City, Utah
QUIRK, PHIL
Lunchtimers
WBRE, Wilkes-Barre, Pa.
QUIST, ZOLA
Songs Of Your Heart
KOVO, Provo, Utah

— R —

RAINS, CARL
Melody Masters
WDXI, Jackson, Tenn.
RAND, KELLY
Kelly Rand Show
WJMR, New Orleans, La.
RANGERS, TRIO
KFAB, Omaha, Nebr.
REED, LUCY
Musicana
NBC
REGAN, PHIL
The Phil Regan Show
NBC
REISENAUER SISTERS
KDIX, Dickinson, N. Dak.
REYNOLDS, BRAD
The Brad Reynolds Show
Hostess House Party
KGW, Portland, Oregon
REZNOR, JOHNNY
WKRC-TV, Cincinnati, Ohio
RHODES, BOB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.
RICH, CHUCK
WHOW, Clinton, Ill.
RICHARDS, DONALD
The Jack Carter Show
Broadway Open House
NBC-TV
RICHARDS, TRUDY
WINS, New York, N. Y.
RICHMOND, ROBERT
"Marlingaires" Western & Popular
WREN, Topeka, Kansas
RING, BILL
Taystee Time
KWTO, Springfield, Mo.
RISING SUN GOSPEL SINGERS
WVCG, Coral Gables, Fla.
ROBBINS, GEORGE
Listen While You Lunch
WEBR, Buffalo, N. Y.
ROBERTS, MARTY
WDZ, Decatur, Ill.
ROBINSON, BILL
Robinson To You
WPAR, Parkersburg, W. Va.
ROESE, RAY
Dinner Date
WBNS, Columbus, Ohio
ROGERS, HAZEL
Hazel Rogers
WINN, Louisville, Ky.

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, Ohio; Radio — NBC Coast-to-Coast and Canada; TV-NBC Coast-to-Coast; RCA Victor Recording Artist; Motion Pictures, "Son of Paleface," Paramount.

ROLLING FIVE
Rolling Five (Negro Qt.)
KSFA, Nacogdoches, Texas

ROSS, LANNY
B. Jan. 19, 1906, Seattle, Wash.; Lanny Ross Show, MBS; Jackie Gleason, DuMont; Kate Smith, NBC; General Mills, CBS; General Electric, CBS; Pepsi-Cola, CBS.

ROSS, RON
Ronnie Ross Show
KSL, Salt Lake City, Utah
ROWELL, GLENN
WLW, Cincinnati, Ohio
ROYAL GOSPEL SINGERS
WVCG, Coral Gables, Fla.
ROYAL JUBILEERS
Royal Jubileers
WPBC, Minneapolis, Minn.
RUBLE, JERRY
WPRC, Lincoln, Ill.
RUCKER, JOAN
Joan Sings
WTND, Orangeburg, S. C.
RUDOLPH, WESLEY
REA Reporter
WKCT, Bowling Green, Ky.
RUNTZ, NORMAN
Songtime
CJGX, Yorkton, Sask., Canada
RUSSELL, CONNIE
Garroway At Large
NBC-TV

RUSSELL, JACK
Your Show Of Shows
NBC-TV

RYNO, BARBARA
Words and Music
KUKI, Ukiah, Calif.

— S —

SARGENT, KENNY
Kenny Sargent Show
WHHM, Memphis, Tenn.
SARGENT, MICHAEL
Music Michael Please
WBIW, Bedford, Ind.
SCHAFFER, ROY
KWRE, Warrenton, Mo.
SCHREVE,. BOB
Club Matinee
WJZ-TV, New York, N. Y.
SCOTT, PATRICIA
CKLN, Nelson, B. C., Canada
SCOTT, ROMAINE
WPPA, Pottsville, Pa.
SEABURY, LEVI
Moonlight Blues
KWTX, Waco, Texas
SELF, JIMMY
KICA, Clovis, N. M.
SHARVER QUARTET
The Sharver Program
KTAT, Frederick, Okla.
SHAY, DOROTHY
Jack Benny Show
CBS-TV
SHEA, MERRILL
Merrill Sings
WLAM, Lewiston, Maine

SHELTON, BANNER
Banner Shelton Sings
WGCD, Chester, S. C.

SHORE, DINAH (Mrs. George Montgomery)
B. March 1, 1917, Winchester, Tenn.; The Tide Show, Sponsored by Tide, CBS (Radio); The Dinah Shore Show, Sponsored by Chevrolet, NBC-TV; Motion Pictures, "Aaron Slick From Punkin Crick" for Paramount.

SIMMS, GINNY
Jack Smith-Dinah Shore-Ginny Sims Show
CBS
SINAIKO, DON
WKOW, Madison, Wis.
SLIM AND MARY
Western Varieties
KFEQ, St. Joseph, Mo.
SLOCUM, WILL
Wand'ring Minstrel
KPOJ, Portland, Oregon
SMILEY, BETTY
Gift Shop of the Air
WCAE, Pittsburgh, Pa.
SMITH, ARTHUR
Carolina Corner Store
WBT, Charlotte, N. C.
SMITH, CARL
Carl Smith Show
CBS
SMITH, CHERRY KAY
Cherry Kay Smith
WRGA, Rome, Ga.
SMITH, CHESTER
Chester Smith Hour
KTRB, Modesto, Calif.
SMITH, FRED
KSTP, Minneapolis-St. Paul, Minn.
SMITH, HOWARD (QUINTET)
Garry Moore Show
CBS-TV
SMITH, JACK
Jack Smith-Dinah Shore-Ginny Sims Show
CBS
SMITH, MELISSA
On The Alamo
WOAI-TV, San Antonio, Tex.
SNARY, BILL
A Guy, A Gal, & A Song
WIND, Chicago, Ill.
SNYDER, BOB
Bob & Gene
WFBG, Altoona, Pa.
THE SONGFELLOWS
WHO, Des Moines, Iowa
SONGSMITHS
Garroway At Large
NBC-TV
SPELMAN, MARIAN
WLW-T, Cincinnati, Ohio
SPELTZ, BERNADINE
Bernie Sings
WFHR, Wisconsin Rapids, Wis.
STACY, JEAN
Songs By Jean Stacy
KTAT, Frederick, Okla.
STARKEY, ROY
Silhouettes Of The West
WBKB, Chicago, Ill.
STEBER, ELEANOR
Voice of Firestone
NBC, NBC-TV
STECHOW, JUDY
Judy Sings
WJER, Dover, Ohio
STEELMAN, STUART
WHO, Des Moines, Iowa

STEENROD, ANNE
WPTW, Piqua, Ohio
STENDAHL, RUTH
Scandia Barn Dance
KOMO, Seattle, Wash.
STEPHENS, DICK
D. S. Sings
CKLN, Nelson, B. C., Canada
STEVENS, GARY
TV Showcase
WRGB, Schenectady, N. Y.
STEPHENS, GINNY
Say It With Music
WCAU, Philadelphia, Pa.
STEVENS, HERB
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.
STEVENS, RISE
Voice Of Firestone
NBC, NBC-TV
STEWART, CLAIRE
Claire Stewart Show
WFAA, Dallas, Texas
STOTTS, BOB
Bob Stotts
KMA, Shenandoah, Iowa
STRAND, NORM
Can You Sing It
WSAV, Savannah, Ga.
STRAUGHMAT, SHIRLEY
Songs With Shirley
WVMC, Mt. Carmel, Ill.
STREET, DAVE
Broadway Open House
NBC-TV
THE STROLLERS (4)
CKCK, Regina, Sask., Canada
SUITS, GORDON
Suits' Song Shop
KGNC, Amarillo, Texas
SULLIVAN, LEE
Date In Manhattan
NBC-TV
SULLIVAN, RONNIE (MISS)
WBVP, Beaver Falls, Pa.
SUNSHINE TRIO
WBBB, Burlington, N. C.
SWANSON, BYRON
Serenade In The Night
KGA, Spokane, Wash.
SWEET, SALLY
Harvest Hands
WDGY, Minneapolis, Minn.
SWEETLAND, SALLY
Big Time
CBS
SWIERENGA, JOHN
Hymns Of The Morning
WHTC, Holland, Mich.

— T —

TAGLIAVINI, FERRUCCIO
Telephone Hour
NBC
TAYLOR, BOB
On The Alamo
WOAI-TV, San Antonio, Tex.
TERRELL, TOMMY
Starlite Time
WGAR, Cleveland, Ohio
TEXTOR, KEITH & SYLVIA
Fred Waring Show
CBS-TV
THEBOM, BLANCHE
Telephone Hour
NBC
THOMAS, CLYDE
American Songs
WFOX, Milwaukee, Wis.

THOMAS, DANNY
(See Radio Artists)

THOMAS, THOMAS L.
Voice of Firestone
NBC, NBC-TV
THREE BEAUS AND THE PEEP
John Conte's Little Show
NBC-TV
TIBBS, HAROLD
The Studio Hour
CFKI, Fort Frances, Ontario, Canada
TILLMAN, TINY
KMBC - KFRM, Kansas City, Mo.
TILTON, MARTHA
Curt Massey Show
MBS
Curt Massey Time
CBS
TOLAND, DON
Don Toland Sings
KICD, Spencer, Iowa
TORME, MEL
Mel Torme Show
CBS-TV
TOWNE, MARILYN
Breakfast with Marilyn
WNLK, Norwalk, Conn.
TRENERRY, ANN
Girl With A Song
KIMA, Yakima, Wash.
TURNER, DALLAS
Songs Of The West
KWJJ, Portland, Oregon
TURNER, S.
Music For Sunday Afternoon
CFOS, Owen Sound, Ont., Can.

— U —

UPSON, DAVE
WKRC, Cincinnati, Ohio
UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.

— V —

VALLEY BOYS
WBVP, Beaver Falls, Pa.

VALLI, JUNE
B. June 30, 1930, New York, N. Y.; Stop the Music, ABC; Broadway To Hollywood, DuMont; Ezio Pinza Show, NBC-TV; Big Show, NBC; Fashion Model, DuMont; Cavalcade of Bands, DuMont; Mike & Buff, CBS-TV; RCA Victor Show, NBC-TV; Headline Clues, WABD.

VAN ALSTYNE, CHUCK
Happy Valley Boy
WKBI, St. Marys, Pa.
VANDERBILT, EILEEN
Songs By Eileen
WPLA, Plant City, Fla.
VANDYKE, KEITH
Piano Melodies
WATA, Boone, N. C.

— W —

WAGNER, ANNE
Songs By Ann Wagner
WFBM-TV, Indianapolis, Ind.
WALKER, DUSTY
Chef Milani Show
KNBH, Hollywood, Calif.
WALKER, MADELINE
WOW, WOW-TV, Omaha, Nebr.
WANEK, EMMA
Starlite Serenade
KODY, North Platte, Nebr.
WARD, JIM
Western Jamboree
KGST, Fresno, Calif.
WARE, GILBERT
Meditations
KONO, San Antonio, Texas

WARENSKJOLD, DOROTHY
B. San Francisco, Calif.; Ford Festival, NBC-TV; Railroad Hour, NBC; Standard Hour, NBC; Firestone Hour, NBC & NBC-TV.

WATSON, DELORES
Music City, USA
WSM-TV, Nashville, Tenn.
WAYNE, EDDY
Eddy Wayne Show
WHKK, Akron, Ohio
WEBB, HELEN
Sooner Shindig
WKY-TV, Oklahoma City, Okla.
WEBB, RED
RW Show
WLBG, Laurens, S. C.
WESSELS, MAX H.
Continental Variety
WWRL, Woodside, N. Y.
WEST, NADINE
Breakfast Frolic
KFH, Wichita, Kans.
WESTON, KIM
Wakin' With Weston
KFEQ, St. Joseph, Mo.
WESTON, PAUL
Organ Interludes
WATA, Boone, N. C.
WHEATLEY, JOAN
Fred Waring Show
CBS-TV
WHIT & NICK
Bunkhouse Jamboree
KHUZ, Borger, Texas
WHITING, MARGARET
Railroad Hour
NBC
WICKBERG, RALPH
CKY, Winnipeg, Manitoba, Canada
WIERING, MARGE
Street Of Dreams
WFIL, Philadelphia, Pa.

WILLIAMS, BILLY QUARTET
Your Show Of Shows
NBC-TV

WILLIAMS, EDDIE
Eddie Williams Show
KDAL, Duluth, Minn.
WILSON, CAROLE
Basin St. Serenade
WRGA, Rome, Ga.
WILSON, EILEEN
Your Hit Parade
NBC, NBC-TV
WILSON, FREDDY
Freddy Wilson Show
KYMA, Yuma, Ariz.
WILSON, PAT
Homemaker's HobNob
WBNS-TV, Columbus, Ohio

WRIGHTSON, EARL
Musicland U. S. A.
CBS

— Z —

ZEIDMAN, IRVING
Irving Sings
KNOE, Monroe, La.
ZEIGNER, MARIE
Songs By Marie Zeigner
KRSN, Los Alamos, N. Mexico

AL HELFER

BASEBALL

Mutual Game of the Day
World Series
All-Star Game

FOOTBALL

Mutual Game of the Week
Rose Bowl
East Vs. West All-Star Game
Army Vs. Navy

SPORTS DIGEST—MBS

Personal Rep.

CHICK VINCENT

509 MADISON AVE., NEW YORK 22, N. Y.
EL. 5-0734

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951

☆

— A —

ADAMS, TONY
Sports Tonight
WCAX, Burlington, Vt.

AGRESTA, PHIL
Sports Special
WBT, Charlotte, N. C.

ALAN, STEVE
Spotlight On Sports
KOKX, Keokuk, Iowa

ALDERTON, GEO.
WJIM, Lansing, Mich.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALEXANDER, ALEX
Coachella Valley Sports Round-Up
KREO, Indio, Calif.

ALEXANDER, ED
Highlights
KXOX, Sweetwater, Texas

ALLAIN, ORREN
Sports
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT.
Sports Hi-Way
WEAM, Arlington, Va.

ALLCORN, BILL
Football
KBWD, Brownwood, Texas

ALLEN, KIRBY
KXEO, Mexico, Mo.

ALLEN, LEE
Inside Angle On Sports
KYW, Philadelphia, Pa.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala.; N. Y. Yankee Baseball, Home Of Champions Network; Notre Dame Football, DuMont; World Series, MBS; All Star Game, MBS; Orange Bowl, CBS; Triple Crown, NBC, CBS.

ALLEN, PERCE
Perce Allen
CKOC, Hamilton, Canada

ALLEN, WAYNE
Sports Page
KSEL, Lubbock, Texas

ALLINGHAM, JOHN
CKNB, Campbellton, N. B., Canada

AMBROSE, JOHNNY
Speaking Of Sports
WTAG, Worcester, Mass.

ANDERSON, DICK
Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUG
Reports On Sports
KFYR, Bismarck, N. D.

ANDERSON, TOM
Sports Roundup
WLDY, Ladysmith, Wis.

ANGWIN, PERCY
Just Outdoors
WSKI, Montpelier, Vt.

ANTHONY, GEORGE
Sports Parade
WOND, Pleasantville, N. J.

ANZIVINO, JOE
Sports Parade
KGMB, Honolulu, Hawaii

ARMSTRONG, CARL B.
WIAM, Williamston, N. C.

ARMSTRONG, WM.
Sports Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON
Sports Roundup
WTTM, Trenton, N. J.

ARO, SAM
Giant Jottings
WMCA, New York, N. Y.

ASH, KEN
WHAV, Haverhill, Mass.

ARTHUR, DON
Gettelman Sports
WDUZ, Green Bay, Wis.

AUCLAIR, GASTON
CJSO, Sorel, Que., Canada

AUSLEY, WALLY
WNAO, Raleigh, N. C.

— B —

BACHRACH, TOM
KDHL, Faribault, Minn.

BAILES, H. C.
KSAM, Huntsville, Texas

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, CHUCK
WHBU, Anderson, Indiana

BAIR, PAUL
The AM Sportscast
WEOA, Evansville, Ind.

BAKER, DICK
Dick Baker Show
WSAI, Cincinnati, Ohio

BAKER, NELSON
The N. B. Show
WFBR, Baltimore, Md.

BAKER, RAY
WVLN, Olney, Ill.

BALCH, FRANK
Sports Notebook
WJOY, Burlington, Vermont

BALTER, SAM
KLAC-TV, Los Angeles, Calif.

BARBER, RED
G. E. Football Roundup
CBS

BARKER, EDDIE
KRLD, Dallas, Texas

BARKLEY, PETE
Radio Sports Page
KGNO, Dodge City, Kansas

BARRINGTON, JAY
Sports Final
WDAF-TV, Kansas City, Mo.

BARTON, DALE
Sports Roundup
KCIM, Carroll, Iowa

BARRY, GUY
National Sports Parade
WCOJ, Coatesville, Pa.

BATES, MARVIN
Sports Round-Up
WGBF, Evansville, Ind.

BAYEUR, ROLAND
Les Sports En Revue
CKVL, Verdun, Que., Canada

BEGG, WENDELL
Sports Page
KSDN, Aberdeen, S. D.

BELCHER, ROD
All Sports
KOL, Seattle, Wash.

BELL, JACK
Sports Line Up
KDET, Center, Texas

BELL, MONTE C.
KADA, Ada, Okla.

BELL, TED
KRSC, Seattle, Wash.

BELLINGER, STEVE
Sports Sidelights
WVMC, Mt. Carmel, Ill.

BENDER, BOB
Sports
WGY, Schenectady, N. Y.

BENDER, CHIEF
Sports Parade
WGPC, Albany, Ga.

BENDER, TED
This Week In Sports
KTSM, El Paso, Texas

BENNETT, DEAN
Local Sports
KSL-TV, Salt Lake City, Utah

BENSON, DICK
Sports Digest
WIRC, Hickory, N. C.

BERDAN, BIRD
Sport Shots
WEAV, Plattsburg, N. Y.

BERGER, JEAN
Sportsnews
CKBL, Matane, Que., Canada

BERGESEN, CHUCK
WFDF, Flint, Mich.

BERMAN, AL
The Al Berman Show
WEVD, New York, N. Y.

BERNDT, IRVING A.
WRAK, Williamsport, Pa.

BIEDRZYCKI, TOM
Tip Off On Sports
KRJF, Miles City, Montana

BLACK, JAY
Dixie Sports Special
WDXI, Jackson, Tenn.

BLACKBURN, BOB
Sports Edition
KEX, Portland, Oregon

BLOUNT, BOB
Sports Review
KPAN, Hereford, Texas

BLUE, IRA
KGO, San Francisco, Calif.
ABC

BODIE, ARMAND
BC Sports Review
WSOC, Charlotte, N. C .

BODNEY, AL
Football Prophet
KDSH, Boise, Idaho

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOGYO, JIM
Sports Roundup
CHUB, Nanaimo, B. C., Can.

BOHNHOFF, ED
10:20 Sports Club
KILO, Grand Forks, North Dakota

BOICE, CHUCK
KVAN, Vancouver, Wash.
BOLAND, CHARLIE
KRLD, Dallas, Texas
BOLAND, JOE
Football
WCFL, Chicago, Ill.
BOND, HARRIS
WTXL, Springfield, Mass.
BOSTIC, TOM C.
KIMA, Yakima, Wash.
BOWER, BOB
Sportscall
WTIP, Charleston, W. Va.
BOWMAN, DUKE
Sports Shorts
KWFT, Wichita Falls, Texas
BOWMAN, HUGH
Sportslines
CJOY, Guelph, Ont., Canada
BOWSER, BEN
Davis Sports
WACB, Kittanning, Pa.
BOX, VES
KRLD-TV, Dallas, Texas
BOYD, DON
Sports Roundup
WCLO, Jamesville, Wis.
BOYLE, BILL
Down The Line In Sports
WPCF, Panama City, Fla.
BRACHER, BERNIE
Sports Slants
WAVE-TV, Louisville, Ky.
BRADLEY, JACK
The Sports Journal
WSAZ, WSAZ-TV, Huntington, W. Va.

BRANSON, TODD
Play By Play
WWCA, Gary, Ind.
BRAY, DICK
Bauarian News Roundup
WCPO, WCPO-TV, Cincinnati, Ohio
BREMSER, LYELL
KFAB, Omaha, Nebr.
BREWER, CHAS.
WHIN, Gallatin, Tenn.
BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.
BRITT, JIM
Football, Baseball
MBS
BRITTON, JACK
WHBQ, Memphis, Tenn.
BROCKMAN, DON
Sports Report
WJON, St. Cloud, Minn.
BRODE, BUDDY
Sports Roundup
WNAR, Norristown, Pa.
BROMBERG, LESTER
Fight Follow Up
CBS-TV
BROMBERG, VERN
Hawkeye Sports Journal
KCHA, Charles City, Iowa
BROOKS, BILL
Sports Round-Up
WEBJ, Brewton, Ala.
BROOKS, BOB
Sports Parade
Sports Story
KCRG, Cedar Rapids, Iowa

BROOME, G. EARL
WHED, Washington, N. C.
BROWN, AL
Sports Review
WWSC, Glenns Falls, N. Y.
BROWN, BILL
Kendall News & Sports Review
WBTA, Batavia, N. Y.
BROWN, BILL
Sports Picture
WTVN, Columbus, Ohio
BROWN, FRED
Sports Reporter
WLOS, Asheville, N. C.
BROWN, GLENN
Brown Sportscast
KVET, Austin, Texas
BROWN, HARRY
Sports Extra
WKIP, Poughkeepsie, N. Y.
BRUBAKER, TOM
Baseball
KSST, Sulphur Springs, Texas
BRUNELL, JOHN
Sports Final
WDEV, Waterbury, Vt.
BRYAN, BILL
Sports Review
KTOW, Oklahoma City, Okla.
BRYANT, TED
Sports Final
KRLC, Lewiston, Idaho
BRYSON, JOHN
Sports Review
WENR, WENR-TV, Chicago, Ill.
BUCHANAN, BRUCE
WMFD, Wilmington, N. C.

Thanks NBC

RADIO DAILY — TELEVISION DAILY

Friday, September 21, 1951

• • • Following extended negotiations, Bill Stern has been signed to a new three-year contract by NBC. Actually, Bill's present contract with NBC does not expire until next March, but to sew him up for the future, since they knew that both CBS and ABC were after him, NBC tore up Bill's old pact and gave him a new one starting immediately. Under the terms of his new contract, Stern is guaranteed a minimum of $350,000 for the next three years. Under the new pact, he assumes the new title of sports editor.

Bill Stern

VARIETY

Wednesday, September 19, 1951

Bill Stern's 500G 3-Year NBC Pact

Bill Stern, NBC sports director, has negotiated a new three-year deal with the network, although the present one doesn't expire until next March. Under the new pact, Stern will forsake his administrative functions to devote his time exclusively to broadcasting and telecasting.

New contract gives Stern a minimum guarantee of $500,000 over the three-year span. That amount has approximated his total gross under the old agreement, but under the new terms it permits Stern an opportunity to shoot for higher than the minimum stakes.

Stern will do some of the Westinghouse-sponsored grid games under the NCAA formula. Whether or not he gets the Rose Bowl assignment under the Gillette NBC exclusivity is still problematical.

BUDDE, BOOTS
Boots Budde Looks At Sports
WIBV, Belleville, Ill.
BUETEL, FRANK
WLOL, Minneapolis, Minn.
BULLETT, "BUCKY"
Sports Trail
WMNB, North Adams, Mass.
BUPP, BOB
WPTW, Piqua, Ohio
BURGESS, JACK
WOSC, Fulton, N. Y.
BURGMAN, HORST F.
KOPR, Butte, Montana
BURKE, GORDON
Sports Calendar
KULA, Honolulu, Hawaii
BURNES, BOB
Sportscaster
KMOX, St. Louis, Mo.
BURR, CHARLES C.
Sports Excerpts
WXRA, Buffalo, N. Y.
BURT, JIM
Sports Final
KELO, Sioux Falls, South Dakota
BYRUM, BUCK
All Sports Play-By-Play
WIRJ, Humboldt, Tenn.
BYRNE, BOB
KDB, Santa Barbara, Calif.
BYERS, WAYNE
Play-By-Play
Panorama Of Sports
WATG, Ashland, Ohio
BUTTERFIELD, RAY
What's New In Sports
WLOX, Biloxi, Miss.

— C —

CAIN, CLAUDE
Basketball On The Air
KID, Idaho Falls, Idaho
CAMMAROTA, ED
Ed Cammarota Sports Show
WEEU, Reading, Pa.
CAMPBELL, BILL
WCAU, Philadelphia, Pa.
CAMPBELL, BUD
Sports Forecast
WIND, Chicago, Ill.
CAMPBELL, DAVE
WAFM-TV, Birmingham, Ala.
CAMPBELL, JOHN
Review
KXLL, Missoula, Montana
CAMPBELL, MAL
Sports Parade Final
WCUM, Cumberland, Md.
CAMPBELL, NEENIE
Caravan of Sports
WMCK, McKeesport, Pa.
CAMPERSON, BILL
Sportsmen's Corner
WHOL, Allentown, Pa.
CAMPOFREDA, NICK
Washington Senators Baseball
WAAM, Baltimore, Md.
CANAVAN, BOB
KSET, El Paso, Texas
CANHAM, ERWIN
ABC
CARAY, HARRY
Sports Extra
WIL, St. Louis, Mo.
CARL, LEONARD
Sports Parade
KMA, Shenandoah, Iowa
CARMACK, BOB
Sportlight
KBIX, Muskogee, Okla.
CARNEGIE, TOM
Sportswire
WIRE, Indianapolis, Ind.
CARPENTER, JIM
Sports Roundup
WKBB, Dubuque, Iowa
CARROLL, HARRY
Today's Sports
WANS, Anderson, S. C.
CARSON, JAMES C.
KWBM, Williston, N. Dak.
CARSON, TOM
Carson With Sports
WJW, Cleveland, Ohio
CARTER, DON
Sportlight
CHAT, Medicine Hat, Alberta, Canada
CARTER, RONNIE
Play By Play
KNEM, Nevada, Mo.
CARTY, DEL
Sports Roundup
WWGP, Sanford, N. C.
CARVIN, EDDIE
WMSA, Massena, N. Y.
CASE, JACK
Sports Roundup
WWNY, Watertown, N. Y.
CASEY, BOB
Sports Final
WDGY, Minneapolis, Minn.
CASPER, TEE
Sports Director
KCUL, Fort Worth, Texas

Guy Le Bow
WPIX
WABD
WJZ-TV
STRAUSS STORES
REPORT "GREATEST SALES"
GOLD SEAL SATURDAY ROUNDUP
"ATTAINED HIGHEST WPIX PULSE RATING"

New York Rangers
HOCKEY MADISON SQ. GARDEN
"TODAY'S BASEBALL" NEW YORK WORLD-TELEGRAM and SUN
"TAKE A TIP FROM ME"
"WARM-UP TIME" • "SPORTS EXTRA"

CAUDILL, CARL B.
Sports Review
WFTC, Kinston, N. C.
CAULEY, AL
Harry Gold Sports Final
CJAD, Montreal, Quebec, Can.
CAVANAUGH, JOE
Sports Scene
WARD, Johnstown, Pa.
CHALMERS, JAMES
Speaking For Sports
WEIM, Fitchburg, Mass.
CHAMBERLAIN, CARL
Sports
WARC, Rochester, N. Y.
CHAMBERLAIN, GUS
Sports Review
WDEF, Chattanooga, Tenn.
CHAPMAN, ELBERT
Sportscast
KGIW, Alamosa, Colo.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARVAT, JACK
Tonights Sports
KTUL, Tulsa, Okla.
CHEDWICK, CRAIG
The Scoreboard
WHOD, Homestead, Pa.
CHERRY, CHARLES
Sports Mike
KTOH, Lihue, Kauai, Hawaii
CHERRY, FREEMAN
Sportlight
WKAY, Glasgow, Ky.
CHRISTENSEN, DUANE
Sportscast
KVNU, Logan, Utah
CHRISTIE, GEO.
Sport's Show
WFEA, Manchester, N. H.
CHRISTOFFERSON, AL
Sportscast
KTRF, Thief River Falls, Minn.
CLARK, JUSTIN
Sports Stardust
WWXL, Peoria, Ill.
CLAWSON, LEW
Sports
WWVA, Wheeling, W. Va.
CLAYTON, DEAN
Sports Parade
KBOE, Oskaloosa, Iowa
CLEAR, BILL
Sports
WRTA, Altoona, Pa.
CLEFTON, ROD
Sports Spotlight
KHQ, Spokane, Wash.
CLEMENS, BOB
Clemens Sportscast
KENO, Las Vegas, Nevada
CLEMENTS, JOE
KLIX, Twin Falls, Idaho
CLOVER, CARLOS
Sports Director
KRIG, Odessa, Texas
COBURN, HUGH
Let's Look 'Em Over
WBLJ, Dalton, Ga.
COGGINS, JIMMIE
Along The Sports Trail
WKDK, Newberry, S. C.
COLE, BENJAMIN
WORA, Mayaguez, P. R.
COLE, JOE
WEAB, Greer, S. C.
COLEMAN, KEN
Sports Journal
WNEB, Worcester, Mass.
COLES, ED
Play-By-Play
WSSB, Durham, N. C.
COLLARD, RENE
Radio-sport CKCV
CKCV, Quebec, Canada
COLLIE, VIN
Sports Round-Up
WERI, Westerly, R. I.
COLLINS, DAVID
WRFD, Worthington, Ohio
COLLINS, JERRY
Sports Spotlight
WJBC, Bloomington, Ill.
COLLINS, JUD
Touchdown Prevue
WSM-TV, Nashville, Tenn.
COLLINS, SID
WIBC, Indianapolis, Ind.
COMBS, HOOT
WVLK, Versailles & Lexington, Ky.
COMEAU, DENNY
CJLS, Yarmouth, N. S., Can.
COMPTON, AL
Sports Review
WCKB, Dunn, N. C.
CONNER, LUIS VISOT
Pagina Deportiva Ultimas Noticias
WPRP, Ponce, Puerto Rico
CONNOR, DAVE
WBAL-TV, Baltimore, Md.
CONRADE, STEVE
WDOD, Chattanooga, Tenn.
COOK, GORDON
CFRB, Toronto, Ont., Canada
COOK, HAROLD
KICA, Clovis, N. M.
COONEY, JAMES J.
Great Moments Sports
WJNC, Jacksonville, N. C.
CORBETT, KEN
KLWT, Lebanon, Mo.
CORLEY, BILL
WBNS, Columbus, Ohio
CORRIGALL, NED B.
All Sport
CKRD, Red Deer, Alberta, Can.
CORSDILL, CHUCK
Sports Spotlite
KBKW, Aberdeen, Wash.
COSTELLO, ED
World of Sports
KOSA, Odessa, Texas
COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.
COX, JIM
Hockey-Lacrosse
CKNW, New Westminster, B. C., Canada
COZAD, FLOYD V.
WDYK, Cumberland, Md.
CRADDOCK, JACK
Baseball, Football, Basketball
WCVI, Connellsvile, Pa.
CRAFT, STAN
Football-Basketball
KXRO, Aberdeen, Wash.
CRAIG, WILLIAM
Sports World
WATA, Boone, N. C.
CRAMER, CRIS
Sports Report
WCHV, Charlottesville, Va.
CRAWFORD, VERN
Fish N' Tackle
WJNO, W. Palm Beach, Fla.
CREIGHTON, HARRY
WGN, WGN-TV, Chicago, Ill.
CRISTIL, JACK
All Sports
WROX, Clarksdale, Miss.
CROGHAN, JOE
WBAL, WBAL-TV, Baltimore, Md.
CROSIAR, FRANK
Sports Director
WHOT, South Bend, Ind.
CROWLEY, BILL
Spotlight On Sports
WARA, Attleboro, Mass.
CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.
CRUM, JIMMY
WRFD, Worthington, Ohio
CRYSDALE, JOE
Scoreboard
CKEY, Toronto, Ont., Canada
CUDAHY, BILL
Sports Personalities
CHVC, Niagara Falls, Ont., Canada
CULLINGS, BOB
Sportscast
WINR, Binghamton, N. Y.
CUNO, ERNIE
News Views & Clues From The World of Sports
WSYR, Syracuse, N. Y.
CURRIE, BILL
WHPE, High Point, N. C.
CUMMINS, JACK
Jack of All Sports
WTVJ, Miami, Fla.
CUMMINS, RAY
Sports Review
WMBL, Moorehead City, N. C.
CUMMINS, TAIT
Sports Digest
WMT, Cedar Rapids, Iowa

— D —

DABOUL, JOE
Sports Hi-Lights
WIRY, Plattsburg, N. Y.
DADAY, JOHN
Sports Matinee
WGPA, Bethlehem, Pa.
DA GROSSA, JOHN "OX"
Speakng of Sports
WCAU, Philadelphia, Pa.
DAHL, DON
On The Sidelines
KDAL, Duluth, Minn.
DAIN, ROLAND
Spotlite On Sports
KAUS, Austin, Minn.
DALEY, BILL
News & Sports Before Noon
KEYD, Minneapolis, Minn.
DALY, JACK
CKOY, Ottawa, Ont., Canada
DANCY, KEITH
CFCF, Montreal, Que., Canada
DANES, SPENCER
Play-By-Play
WKBV, Richmond, Ind.
DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.
DAVIES, BOB
Football, Baseball, Basketball
KMUR, Murray, Utah
DAVIS, BILL
Sports Final
WLOW, Norfolk, Va.
DAVIS, CHAS.
Sports Report
WMIE, Miami, Fla.
DAVIS, DICK
Speaking of Sports
WFIN, Findlay, Ohio
DAVIS, GENE
Sportlight
WDOK, Cleveland, Ohio

DAVIS, GEOFF
B. July 26, 1918, Edmonton, Alta., Can.; Sports Director, WINS, New York, N. Y.

DAVIS, HY
Sports Digest
WJXN, Jackson, Miss.
DAVIS, JIM
What's What In The Land Of Sports
WKPT, Kingsport, Tenn.
DAVIS, JOHNNY
The Sportsman
WUSJ, Lockport, N. Y.
DAVIS, LES
Today In The World Of Sports
WNAX, Yankton, S. D.
DAVIS, NORM
WRUF, Gainesville, Fla.
DAVY, FRED
Sports Final
WJAS, Pittsburgh, Pa.
DAW, W.
Sports Deal
CFOS, Owen Sound, Ont., Can.
DAWSON, BUD
WQUA, Moline, Ill.
DEAN, DIZZY
Yankee Baseball Games
WABD, New York, N. Y.
Game Of The Day
MBS
DIENES, NAY
Sports Time
KMMJ, Grand Island, Nebr.
DELANEY, BOB
WHDH, Boston ,Mass.
DELANEY, ROBERT
WCVA, Culpeper, Va.
DENTON, BILL
Football Scoreboard—Football Prophet
Rainier Sports Reel
Marching Thru Sports
KPQ, Wenatchee, Wash.
DERR, JOHN
Sports Roundup
CBS
DESILET, LEROY
News In Sports
KYAK, Yakima, Wash.
DESMOND, CONNIE
Football Roundup
CBS
DE VICTOR, MARTY
WBNS, Columbus, Ohio
DEVINE, JACK
In The Sportlight
CJBQ, Belleville, Ont., Canada
DeYOANNES, MUNDO
Sports By DeYoannes
WHLB, Virginia, Minn.
DIAB, GEORGE
Play By Play
Sports Reel
WTRF, Bellaire, Ohio
DICKSON, WILFORD
KGFF, Shawnee, Okla.
DIEHL, BILL
Dealing It Out
WGH, Newport News, Va.
DIEHM, VICTOR C.
WAZL, Hazleton, Pa.
DIHLMANN, HENRY
KROS, Clinton, Iowa
DILLON, FRED
Sports Review
WCMA, Corinth, Miss.
DILLON, GENE
Sports Review
WCMW, Canton, Ohio
DILLON, LENNY
Today In Sports
WFAS, White Plains, N. Y.
DITTERT, ED
World of Sports
Sportstime
KRIC, Beaumont, Texas
DIX, JACK
Sports Call, Sports Quiz
WHSY, Hattiesburg, Miss.
DIXON, MASON
Sports Parade
KICD, Spencer, Iowa
DOLAN, FRANK
All Outdoors
WKOP, Binghamton, N. Y.
DOMMER, WILLIAM
Time In For Sports
WONW, Defiance, Ohio
DONLEY, RED
Sports Today
The Week In Sports
WSTV, Steubenville, Ohio
DOPP, CLAY
Sports Desk
WXEL, Cleveland, Ohio
DORE, BILL
KBRO, Bremerton, Wash.
DOUGHERTY, CHUCK
Sports Final
WBTH, Williamson, W. Va.

DOUGLAS, SCOTT
Wrestling, MBS-TV; Boxing, CBS-TV; All Sports.

DOUGLAS, STEVE
A Kid And A Dog
WNBW, Washington, D. C.
DOYLE, VINCE
Picture In Sports
WJVA, South Bend, Ind.
DRAPER, LARRY
Today's Sports
WEIR, Weirton, W. Va.
DRENNAN, JERRY
KEYE, Perryton, Texas
DREW, E. R.
CKLB, Oshawa, Ont., Canada
DUDLEY, JIMMY
WERE, Cleveland, Ohio
DUGGAN, TOM
WMAQ, Chicago, Ill.
DUGGAN, TOM
WNBQ, Chicago, Ill.
DUMONT, HERMEL
The Week In Sports
CJEM, Edmundston, N. B. Canada
DUNBAR, WALTER
Time For Sports
WBET, AM & FM, Brockton, Mass.
DUNPHY, DON
Trotting Races
WABD
DURKIN, RALPH
Sports Final
WDAF, Kansas City, Mo.
DYER, BILL
Baltimore Bullets
Basketball
WAAM, Baltimore, Md.

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EAKINS, PHIL
Sportsreel
KEPO, El Paso, Texas
EATON, TOM
Today In Sports
WREB, Holyoke, Mass.
EDWARDS, BILL
Sportscast
KGNC, Amarillo, Texas
EDWARDS, BILL
KLEE, Houston, Texas
EDWARDS, WEB
Sport Roundtable
KPOA, Honolulu, Hawaii
EGAN, GAIL
Sports Desk
WXEL, Cleveland, Ohio
EHLERS, NED
WMTR, Morristown, N. J.
EHRLICH, GEORGE
Sports Whirl
WINH, Laconia, N. H.
ELAMON, JAMES C.
KOCA, Kilgore, Texas
ELBRECHT, PAUL
Play-By-Play
WCDL, Carbondale, Pa.
ELLIOTT, DOYCE
KCRS, Midland, Texas
ELLIOTT, OWEN
Sports Review
WSBT, South Bend, Ind.
ELLIS, KEN
Sports with Ken Ellis
CFPL, London, Ontario, Can.
ELLIS, STEVE
Giant Jottings
WMCA, N. Y., N. Y.
ELLISON, WM.
WHBF-TV, Rock Island, Ill.
ELSON, BOB
Sports & Comments
WBKB, Chicago, Ill.
ELSTON, BOB
KIOA, Des Moines, Iowa
ENGLANDER, BYRON
Local Sports
WGBB, Freeport, N. Y.
ENROTH, DICK
Newsports
WLOL, Minneapolis, Minn.
ENSLEY, HAROLD
Fisherman's Friend
KIMO, Independence, Mo.
ERHARD, CHARLES
WHIS, Bluefield, W. Va.
ESSICK, LOU
WGNI, Wilmington, N. C.
ESTELLE, RICHARD
WTVB, Coldwater, Mich.
ESTES, JAMES L.
WRHI, Rock Hill, S. C.
EUBANKS, BLAIR
Sports Review
WTAR, Norfolk, Va.
EVANS, L. C. "LEN"
Sports On A Spree
Sports In Five
CHLO, St. Thomas, Ont., Can.
EVANS, RUSH
Speaking of Sports
KSEK, Pittsburg, Kans.
EWART, DON
Sportscycle
CFGP, Grand Prairie, Alberta, Canada

— F —

FALKENSTEIN, MAX
Tops in Sports
WREN, Topeka, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FANCHER, K. L.
Sports Review
KPDN, Pampa, Texas
FARIS, CLINT
The Sports Review
WGTM, Wilson, N. C.
FARRELL, MAURY
WAFM-TV, Birmingham, Ala.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRIOR, BILL
In The Sportslight
WFLB, Fayetteville, N. C.
FARRIS, JOE
Sports Billboard
WGKV, Charleston, W. Va.

FAULCONER, J. B.
WLAP, Lexington, Ky.
FEES, HAL
KSEY, Seymour, Texas
FEILDING, LEONARD
Play-By-Play
WPLI, Jackson, Tenn.
FELDMAN, CHIC
Sports Extra
WSCR, Scranton, Pa.
FERGUSON, BOB
Sports Desk
WBOW, Terre Haute, Ind.
FERGUSON, JOHN
Sports
WAFB, Baton Rouge, La.
FERRIS, JACK
Sports Time
WSDR, Sterling, Ill.
FINCH, HOWARD
WJIM, Lansing, Mich.
FINEGAN, JIMMIE
Sportraits & Wrestling
WHAS-TV, Louisville, Ky.
FINGER, HOWARD
Sports Page
WSAM, Saginaw, Mich.
FINLAYSON, JOHN L., JR.
KCOM, Sioux City, Iowa
FIRMIN, JAMES H.
Play By Play
WMOK, Metropolis, Ill.
FISHER, CARL
Sports Roundup
CKSF, Cornwall, Ont., Canada
FISHER, EDDIE
Sports Parade
WWBZ, Vineland, N. J
FISHER, HANK
Hank Fisher On Sports
WIRL, Peoria, Ill.
FISHER, WILFRED
The Sportlight
WMTC, Vancleve, Ky.
FITZ, STEPHEN
WSNY, Schenectady, N. Y.
FITZGERALD, FRANK
WHLS, Port Huron, Mich.
FLEMING, JACK
Today In Sports
All Play-By-Play
WAJR, Morgantown, W. Va.
FLINDERS, DON
KLIX, Twin Falls, Idaho
FLORA, EARL
Florascope
WBNS-TV, Columbus, Ohio
FLYNN, GENE
Sportscast
WORC, Worcester, Mass.
FLYNN, JOHN
N. Y. Sports
WICY, Malone, N. Y.
FLYNN, TONY
Looking Up
WJPG, Green Bay, Wisc.
FORSELL, RON
Speaking Of Sports
KXLE, Ellensburg, Wash.
FOSTER, TERRY
Sports Parade
WHBL, Sheboygan, Wis.
FOURNIER, JOHNNY
The Sportsman
WIRY, Plattsburg, N. Y.
FOWLER, BILL
Field of Sports
WBAT, Marion, Ind.
FOX, BILL
Sports Roundup
KSTA, Coleman, Texas
FOX, WM. F., JR.
Fox's Den
WIBC, Indianapolis, Ind.

FRAZIER, HAL
Sports Final
WSTP, Salisbury, N. C.
FREEMAN, CARROLL
Sports Extra
KOMA, Oklahoma City, Okla.
FRENCH, BOB
French On Sports
WWCA, Gary, Ind.
FRIEDRICK, FRANK
WWOL, Buffalo, N. Y.
FRIEND, GEORGE
WPLA, Plant City, Fla.
FRINK, BILL
WSGW, Saginaw, Mich.
FROH, DAVE
Sports Corner
WILS, Lansing, Mich.
FUNSTON, JOHN
Fanfare
CHNS, Halifax, Nova Scotia, Canada

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GAGE, FRED
WIBA, Madison, Wis.
GAINES, JERRY
Sports Today
WHAT, Philadelphia, Pa.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALBREATH, DON
Sports Parade
KTEL, Walla Walla, Wash.
GALLACHER, BOB
Sports Review
WJMJ, Philadelphia, Pa.
GALLICO, BOB
Sports Report
WDAR, Savannah, Ga.
GALLIVAN, DANIEL L.
Wildroot Sportscast
Nu-Way Sportscast
CJCH, Halifax, N. S., Canada
GANS, ALAN
Inside Angle On Sports
KYW, Philadelphia, Pa.
GARCIA, PEDRO JUAN
Panorama Deportivo
WPRP, Ponce, Puerto Rico
GARDNER, BILL
Scoreboard
WWPA, Williamsport, Pa.
GARDNER, DON
Sports Director
WKBN, Youngstown, Ohio
GARRIOCK, TOMMY
Late Sports Roundup
CKTB, St. Catharines, Ont., Canada
GARWOOD, JOHN
Sports In Review
WNBZ, Saranac Lake, N. Y.
GATES, JIM
Sports of All Sorts
WFBG, Altoona, Pa.
GEE, STAN
WGAR, Cleveland, Ohio
GEORGE, BILL
Sports Final
KSTV, Stephenville, Texas
GEORGE, ED
Tomorrow's Headlines in Sports
WSAN, Allentown, Pa.
GIBB, BART
Speaking of Sport
CFRN, Edmonton, Alberta, Canada
GIBBS, RON
Forecasts
WTAX, Springfield, Ill.

GIBBONS, JAMES L.
WMAL, WMAL-TV, Washington, D. C.
GILLESPIE, EARL
Play-By-Play Sports
WEMP, Milwaukee, Wis.
GILLHAM, DICK
Sports Final
WDAF-TV, Kansas City, Mo.
GILMORE, BOB
WCPO, Cincinnati, Ohio
GIVENS, GLEN
Sports Today
KTAT, Frederick, Okla.
GLAZER, PETE
Sports Digest
WSAP, Portsmouth, Va.
GLEASON, JAMES
WNBH, New Bedford, Mass.
GLENN, RALPH
Sports Digest
WMID, Atlantic City, N. J.
GLICKMAN, MARTY
WMGM, New York, N. Y.
GOESSER, JOE
Gazing At Sports
KFIZ, Fond Du Lac, Wis.
GOLLIDAY, C. LESLIE
Sports Special
WEPM, Martinsburg, W. Va.
GOOD, BILL
Bill Good Sports Review
CBR, Vancouver, B. C., Can.
GOOD, GENE, JR.
Good Reports on Sports
KOCO, Salem, Oregon
GOODING, RALPH
Sports Parade
WRFW, Eau Claire, Wis.
GOODRICH, BILL
Tops In Sports
WSLI, Jackson, Miss.
GORDON, BILL
WENT, Gloversville, N. Y.
GORMAN, ED
Sports
WJLK, Asbury Park, N. J.
GOULD, LESTER L.
Sport Hi-Lites
WJNC, Jacksonville, N. C.
GOURLIE, BUD
Sports Shots
WWOD, Lynchburg, Va.
GOWDY, CURT
WHDH, Boston, Mass.
GRAHAM, BILL
WAZL, Hazleton, Pa.
GRANT, BOB
World Of Sports
KRNR, Roseburg, Oregon
GRAY, GEORGE
WTAW, College Station, Texas
GRAYMOUNT, STUART
Special Events
KRIO, McAllen, Texas
GREBE, JIM
Football, Baseball, Basketball
KMUR, Murray, Utah
GREEN, JOHNNY
KVFD, Fort Dodge, Iowa
GREENFIELD, WESLEY
Sports Review
WJER, Dover, Ohio
GREENHOE, BOB
Play By Play
WHTC, Holland, Mich.
GREENWOOD, KEN
Sports Topics
Sunday Nite Quarter Back
KFOR, Lincoln, Nebr.
GREER, GORDON
WMRF, Lewiston, Pa.
GREGG, M. L. "TORY"
The Sportcast
CKNX, Wingham, Ont., Can.

GREHAN, JAMES
Sports Show
WLNA, Peekskill, N. Y.
GRIFFIN, CLEVE
KIOX, Bay City, Texas
GRIFFITH, DON
Sports Page
WCOA, Pensacola, Fla.
GRIFFITHS, DAVE
Sportsreel of The Air
WARM, Scranton, Pa.
GRIFFITHS, WILLIAM J.
WKRT, Sports Desk
WKRT, Cortland, N. Y.
GRIGSBY, W. W.
WMBH, Joplin, Mo.
GRIMBERG, WARREN
Local Games
KAST, Astoria, Oregon
GRIMM, JOSEPH E.
WILE, Cambridge, Ohio
GROSS, DON
Sports Director
KFSB, Joplin, Mo.
GROSSMAN, DICK
Sportscope
Coaches Corner
WHRN, Syracuse, N. Y.
GRUBBS, WALTER B.
World Sports
KVMC, Colorado City, Texas
GUIDO, JOE
Sports Final
WESB, Bradford, Pa.
GUINAN, JACK
WQAN, Scranton, Pa.
GUOKAS, MATT
Sports Extra
WPEN, Philadelphia, Pa.
GUTHRIE, WILLARD
Sports Director
KWRO, Coquille, Oregon

— H —

HACK, PAUL
Sports Roundup
CKPR, Fort William, Ont., Can.
HALL, CHARLES
Sports Roundup
WWNC, Asheville, N. C.
HALL, HALSEY
Time Out For Sports
WCCO, Minneapolis, Minn.
HALLECK, MARK
Football Games
WKLO, Louisville, Ky.
HALYARD, O. C., JR.
WVLK, Versailles & Lexington, Ky.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMRICK, HAL
Sports Review
WAIR, Winston-Salem, N. C.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANAN, MARC
Great Moments In Sports
KXO, El Centro, Calif.
HANEY, BOB
Ky. Sports Review
WSFC, Somerset, Ky.
HANKINS, JIM
Sports Roundup
WMOK, Metropolis, Ill.
HANSON, ED
Let's Talk Sports
WFHR, Wisconsin Rapids, Wis.
HANSON, HARLEY
The Sports Digest
KOTA, Rapid City, S. Dak.
HARMON, TOM
KNX, Los Angeles, Calif.
HARBISON, SHELBY
Sports of the Air
WTAX, Springfield, Ill.
HARRIS, JACK
Sports Parade
WNOR, Norfolk, Va.
HARRIS, WALT
Pigskin Preview
KFRC, San Francisco, Calif.
HARRIS, WES
Sports Circus
WGAY, Silver Spring, Md.
HARRISON, BOB
Sports Director
WHNC, Henderson, N. C.
HARRISON, CHARLES H.
Play-By-Play
KBOA, Kennett, Mo.
HART, HAL
Sports Summary
WOC, Davenport, Iowa
Hart of Sports
WOC-TV, Davenport, Iowa
HARTMAN, ROME
Sportscope
WIRK, W. Palm Beach, Fla.
HASEL, JOE
Joe Hasel Sports
ABC
HASSE, WARREN
KPDN, Pampa, Texas
HATCH, JACK
Sport Spotlight
KSPT, Sandpoint, Idaho
HAUGHTON, JIM
Report On Sports
WHAT, Philadelphia, Pa.
HAWKEY, BOB
Todays Sports
WJNO, W. Palm Beach, Fla.
HAWKINS, VERN
Sports Spotlight
KWTO, Springfield, Mo.
HAYDEN, FRANK
WTCO, Campbellsville, Ky.
HAYDEN, WILF
CHNO, Sudbury, Ont., Canada
HEALY, DAN
Sports Round Up
WBRK, Pittsfield, Mass.
HEARN, "CHICK"
"Chick" Hearn On Sports
WEEK, Peoria, Ill.
HEILBRONER, LOU
WCPS, Sports
WCPS, Tarboro, N. C.

HELFER, AL
B. Sept. 26, 1909, Pittsburgh, Pa.; Sports Voice of the MBS; Baseball: Mutual Game of the Day, World Series, All-Star Game; Football: Mutual Game of the Week, Rose Bowl, East vs. West, All-Star Game, Army vs. Navy; Sports Digest; All MBS

HEMANN, CHUCK
WCUE, Akron, Ohio
HENDRICKSON, BOB
WAGE, Syracuse, N. Y.
HENRICH, TOMMY
Tommy Henrich Sports
WJZ-TV, New York, N. Y.
HENRY, JOHN
KVOO, Tulsa, Okla.
HERNON, PAT
Football, Basketball
WKOW, Madison, Wis.
HERRICK, SHERB
Sports
WXKW, Albany, N. Y.
HEWETT, DROOMY
Play-By-Play
CHVC, Niagara Falls, Ont., Canada
HEWEY, IRA L.
Spotlighting The Sportlight
WHAI, Greenfield, Mass.
HEWITT, BILL
Play-By-Play
CKFH, Toronto, Ont., Canada
HEWITT, WARREN
Today in Sports
KIRX, Kirksville, Mo.
HICKLING, LEE
Sports Reports
WDOS, Oneonta, New York
HICKMAN, HERMAN
NBC
HIELSCHER, C. N.
KORA, Bryan, Texas
HIGHTOWER, BILL
Sports Scope
KXOL, Fort Worth, Texas
HILL, BOB
WANE, Ft. Wayne, Ind.
HILL, DON
Spotlight on Sports
WPAR, Parkersburg, W. Va.
HILL, EDDIE
Sports Finals
WRR, Dallas, Texas
HILL, JOE
WLW-C, Columbus, Ohio
HODGES, JIM
Sportscaster
KWRO, Coquille, Oregon
HODGES, RUSS
Scoreboard
WABD, New York, N. Y.
Russ Hodges Sports
WJZ-TV, New York, N. Y.
HOEMKE, RAY
Kingpin Corners
WKBW, Buffalo, N. Y.
HOFFMAN, GIBBY
Sports Story
WKBI, St. Marys, Pa.
HOGAN, BILL
Sports Final
WEWO, Laurinburg, N. C.
HOGAN, LARRY
Speaking Of Sports
KSRO, Santa Rosa, Calif.
HOLAND, CHARLIE
KRLD-TV, Dallas, Texas
HOLECKO, ANDY
Speaking of Sports
WICA, Ashtabula, Ohio
HOOPER, JACK
Report On Sports
WHGB, Harrisburg, Pa.
HOOVER, D. L.
WKSR, Pulaski, Tenn.
HORNER, JACK
Horner's Corner
KSTP, Minneapolis-St. Paul, Minn.
HOWARD, DON
Sports Parade
WLBE, Leesburg, Fla.
HOWARD, HARRY
KIEM, Eureka, Calif.
HOWARD, WILLIAM, JR.
Play By Play
Sports Extra
WBTM, Danville, Va.
HOWLETT, BILL
KVNI, Coeur D'Alene, Idaho
HOYT, WAITE
Waite Hoyt Show
WCPO-TV, WCPO, Cincinnati, Ohio
HUDDLESTON, WALTER DEE
Sports Review
WKCT, Bowling Green, Ky.
HUGGINS, C. ROBERT
CFAB, Windsor, N. S., Canada

HUGGINS, C. ROBERT
CKEN, Kentville, N. S., Can.
HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.
HUNTER, HERB
Baseball Warm-Up
Winter League
KMON, Great Falls, Montana
HUNTINGTON, CLAY
KTBI, Tacoma, Wash.
HURST, JACK
Sport Page of The Air.
WNXT, Portsmouth, Ohio
HURST, MICHAEL
Accent on Sports
WTBO, Cumberland, Md.
HURT, MURRAY
Sportscast
WGIL, Galesburg, Ill.
HURT, ZACK
KFJZ, Fort Worth, Texas
HUSING, TED
Ted Husing Sport Show
NBC-TV, WMGM, New York, N. Y.
HYMAN, ED
Live Wrestling
WOAI-TV, San Antonio, Texas

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IHLENFELD, WARREN
Sports Spotlight
WISR, Butler, Pa.
INGSTAD, BOB
Play-By-Play
KOVC, Valley City, N. Dak.
INKOL, BILL
Sports Spotlight
CJCS, Stratford, Ont., Canada
IRELAND, MILLARD
News Man
KOMO, Seattle, Wash.
IRVINE, JACK
Sports Final
KOOS, Coos Bay, Oregon

— J —

JACKSON, BILL
WCOG, Greensboro, N. C.
JACKSON, DICK
Sports Roundup
WEIR, Weirton, W. Va.
JACKSON, HAL
Sports Page
WUST, Bethesda, Md.
JACKSON, LEE
WAPO, Chattanooga, Tenn.
JACOBS, PAUL
WHK, Cleveland, Ohio
JAMES, DENNIS
Wrestling With Dennis James
WABD, New York, N. Y.
JARVIS, BILL
Bill Jarvis Reports Sports
KVGB, Great Bend, Kans.
JAY, ALLAN
Sports Digest
Sports Roundup
WKVA, Lewistown, Pa.
JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.
JENKINS, ED
Sports Parade
KOEL, Oelwein, Iowa
JOBES, JAMES N.
Sinclair Sportscast
KOFO, Ottawa, Kansas
JOHNSON, ARV
KCJB, Minot, N. Dak.
JOHNSON, ED
WSMI, Litchfield, Ill.
JOHNSON, LEN
WIKB, Sports Mike
WIKB, Iron River, Mich.
JOHNSON, MONROE
Play-By-Play
KMHL, Marshall, Minn.
JOHNSON, MORRIS
Tops In Sports
KBUR, Burlington, Iowa
JOHNSON, TINY
Sports Parade
WLPO, La Salle, Ill.
JOHNSON, WARREN
Sports Eye
WPFB, Middletown, Ohio
JONES, BOB
Sports High-Lights
WSPR, Springfield, Mass.
JONES, DICK
KULP, El Campo, Texas
JONES, EARL D.
Sports Edition
WFTM, Maysville, Ky.
JONES, GORDON
Sportscope
WCMB, Lemoyne, Pa.
JONES, SLEW
Sports News
WAPF, McComb, Miss.
JORDAN, AL
Sport Special
CKWX, Vancouver, B. C. Can.
JORDAN, "TINY" JOE
Sports Edition
WSAL, Logansport, Ind.
JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.
JOYNER, JACK
Sports Newsreel
WBIR, Knoxville, Tenn.
JUDKINS, HARLAN
Sports Review
KTUL, Tulsa, Okla.

— K —

KABER, RUSS
Today In Sports
KOVC, Valley City, N. Dak.
KALBER, FLOYD
KMTV, Omaha, Nebr.
KALLAY, ED
Sports Headlines
WAVE, Louisville, Ky.
KANE, JACK
Sports Director
WHEB, Portsmouth, N. H.
KASE, MAX
Sports Showkase
WNEW, New York, N. Y.
KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.
KAUFMANN, GEORGE F.
Sports Hilites
The Sports Parade
KBMW, Wahpeton, N. D.
KEATING, BILL
Sports Revue
WHYN, Holyoke, Mass.
KEILBACK, J.
CKY, Winnipeg, Manitoba, Canada
KELLEY, BOB
Loyola Football Games
KNBH, Hollywood, Calif.
KELLY, GENE
Baseball, Basketball
MBS
KELLY, HAL
Sports Roundup
CKEY, Toronto, Ont., Canada
KENNEDY, ED
Sports Eye
WKRC, Cincinnati, Ohio
KENNEDY, JAS. L.
Sports' Round-Up
WGCD, Chester, S. C.
KENNEDY, JOHN
Sports Parade
KFYO, Lubbock, Texas
KENNY, FRED
Grandstand & Bandstand
WPWA, Chester, Pa.
KEPPENBROCK, JIM
KSFA, Sports
KSFA, Nacogdoches, Texas
KESSENICH, RAYMOND
Sports Roundup
WBKV, West Bend, Wis.
KIEL, LYMAN
At The Sports Desk
WBCK, Battle Creek, Mich.
KIGGINS, LARRY
Highlights in Sports
WLAU, Laurel, Miss.
KILGORE, GORDON
KDTH, Dubuque, Iowa
KIMBLE, VANCE
Sports Final
KBST, Big Spring, Texas
KINCAID, FRED
Sports Extra
KPLT, Paris, Texas
KING, BILL
Sports Scrapbook
WTAD, Quincy, Ill.
KING, JAN
Sports Director
WEAV, Plattsburg, N. Y.
KING, JIM
Sports Parade
KDMO, Carthage, Mo.
KING, MANUEL
Sportscasting
KBOR, Brownsville, Texas
KIRBY, GENE
Game of The Day
MBS
KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
Stag Session
WBTV, Charlotte, N. C.
KIRMEYER, MIKE
KAVE, Carlsbad, N. M.
KLEIN, DON
Play-By-Play
KIBE, Palo Alto, Calif.
KLIEWER, L. W.
Sport Spotlight
WVEC, Hampton, Va.
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KOESTER, TONY
Sports Final
KFBK, Sacramento, Calif.
KOGAN, JACK
KRAM, Las Vegas, Nevada
KOVENCHON, GEO.
KNUJ, New Ulm, Minn.
KRAMER, WILLIAM J.
WILE, Cambridge, Ohio
KRSHKA, FRANK
Sports Leads
KOJM, Havre, Montana
KULMAN, ARTHUR
KWLK, Longview, Wash.

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LABRANCHE, ERNEST H.
WCCM, Lawrence, Mass.
LACHENMEIER, RUDY
Sports Page Final
KGW, Portland, Oregon

LaFRANCHISE, CHARLIE
KPOJ, Portland, Oregon
La GRANBE, JEAN
Valparaiso, Michigan City, Ind.
LAING, ART
CKLW, Detroit, Mich.
LANDIS, LYLE B.
Play-By-Play
WKAI, Macomb, Ill.
LANE, DICK
Wrestling, Boxing
KTLA, Los Angeles, Calif.
LANE, J. K., JR.
World of Sports
KHBR, Hillsboro, Texas
LANGLOIS, BERNARD
Nouvelles Sportives
CJBR, Rimouski, Quebec, Can.
LASK, BILL
Sports Roundup
KDDD, Dumas, Texas
LAURIE, BILL
KNET, Palestine, Texas
LAWRENCE, JAMES H.
Football, Basketball, Baseball
KOVO, Provo, Utah
LAWSON, JERRY
WJOC, Jamestown, N. Y.
LAYER, BRUCE
KPRC-TV, Houston, Texas
LAYMAN, EARLE
WPRC, Lincoln, Ill.
LEACH, ROBERT E.
WPGW, Portland, Ind.
LEAKE, BUS
Sports Review
Basketball Games — Football Games
WDNE, Elkins, W. Va.
LEAMING, JIM
Sports Shots Football, Basketball, Baseball
LEAVITT, MEL
Inside Of Sports
WDSU-TV, New Orleans, La.

LeBOW, GUY
B. June 11, 1916, N. Y. C., N. Y.; Strauss Stores Sport Special, WABD; Play Ball Quizz, WPIX; Sportscope, WPIX; Sportswhirl, WOR-TV; Saturday Roundup, WPIX; Latin Carnival, WJZ-TV.

LECIUS, EDWARD
Sports Hilites
WOTW, Nashua, N. H.
LEDFORD, CAWOOD
Speaking Of Sports
WHLN, Harlan, Ky.
LEE, BARNEY
Sports Roundup
WJLB, Detroit, Mich.
LEE, BOB
KICK, Springfield, Mo.
LEE, BRUCE
WHIT, New Bern, N. C.

LEE, BERT
Take A Tip From Me, Warm-up Time, Sports Extra, WMGM, New York, N. Y.

LEE, FRANK
Sports Journal
WMMN, Fairmont, W. Va.
LEE, MIKE
WEDO, McKeesport, Pa.
LeFEBRE, DON
WINA, Charlottesville, Va.
LEIBMAN, NED
Sports Spotlight
KSRV, Ontario, Oregon
LEIGHTON, AL
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KLIZ, Brainerd, Minn.
LENNON, PAUL
Sports Digest
WTTS, Bloomington, Ind.
LENON, JOHN
Sportscope
KGKB, Tyler, Texas
LENTZ, ART
WISC, Madison, Wis.
LeSUEUR, PERCE
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CKOC, Hamilton, Canada
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LEWIS, ED
Sports Digest
KFXJ, Grand Junction, Colo.
LEWIS, JACK
Sportslight
WTVR, Richmond, Va.
LIGHTCAP, JACK
Parade of Sports
NBC
LILLICO, DICK
Sport Spotlight Sportdesk
CHAB, Moose Jaw, Sask., Canada
LINDSAY, BILL FRANK
Local Football
KELT, Electra, Texas
LING, MIKE
Sports Spotlight
KRBC, Abilene, Texas
LINTHICUM, WALTER
WBAL-TV, Baltimore, Md.
LIPEZ, HARRIS
Inside of Sports
Sports Parade
WBPZ, Lock Haven, Pa.
LIPTON, JOE
Sports Roundup
WANS, Anderson, S. C.
LITZINGER, RAY
Short Sports Report
KIT, Yakima, Wash.
LIVINGSTON, SAM
Down Sports Ave.
WKYB, Paducah, Ky.
LLORENS, SANTIAGO
WORA, Mayaguez, P. R.
LLOYD, BOB
Week's Sport
KWRE, Warrenton, Mo.
LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.
LLOYD, VINCE
WGN, WGN-TV, Chicago, Ill.
LOCHNER, ART
Spotlight On Sports
WLEA, Hornell, N. Y.
LOCKE, ROBERT
WBBW, Youngstown, Ohio
LOEBE, BARNEY
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WNAG, Grenada, Miss.
LOHMEIER, WM.
WHBF-TV, Rock Island, Ill.
LOMAX, STAN
WOR, WOR-TV, New York, N. Y.
LOMBARDI, SAM
The Sportlite
WMUS, Muskegon, Mich.
LONG, PAUL
Football Predictions
WESC, Greenville, S. C.
LOWE, WALT
Football Scoreboard
KDSH, Boise, Idaho
LOWRIE, BOB
Sports Roundup
KFQD, Anchorage, Alaska
LUDGATE, GEORGE
Round Town
CHEX, Peterborough, Ont., Canada
LUKE, HARRY
WMBG, Richmond, Va.
LUNDQUIST, ELDY
Sports Today
WTRC, Elkhart, Ind.
LUSK, BERNIE
KROC, Rochester, Minn.
LUNCH, BUD
Sports Close-Up
WWJ-TV, Detroit, Mich.
LYNN, JAMES
Sports Review
WVCH, Chester, Pa.
LYTLE, BILL
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WCNT, Centralia, Ill.

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McADOO, DICK
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WGBG, Greensboro, N. C.
McALEECE, GERALD
KDTH, Dubuque, Iowa
McALLISTER, ROY
WHMA, Anniston, Alabama
McBRIDE, BILL
WOW-TV, Omaha, Nebr.
McCANN, BOB
Sports Parade
KBMY, Billings, Montana
McCARTHY, JIM
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WBRE, Wilkes-Barre, Pa.
McCARTHY, TOM
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WONJ, Pleasantville, N. J.
McCLELLAND, PAUL
Sport's Round-Up
WGEM, Gutney, Ill.
McCLOY, GEORGE
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CJOB, Winnipeg, Manitoba
McCLURE, BOB
KWRN, Reno, Nevada
McCOLGAN, BILL
Sports Director
WFMJ, Youngstown, Ohio
McCORMICK, JACK
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KRSN, Los Alamos, N. Mexico
McCORMICK, JOHN
KDB, Santa Barbara, Calif.
McCRACKEN, JARRELL
KWTX, Waco, Texas
McCUTCHEON, DON M.
Sports Final
KIHR, Hood River, Oregon
McFARLAND, RICK
Sports Review
WLAK, Lakeland, Fla.
McGEEHAN, JOHN
WISC, Madison, Wis.
McGINLEY, CHARLIE
All Good Sports
WSVA, Harrisburg, Va.
McGOWAN, MALCOLM
Sports Digest
CFNB, Fredericton, N. B., Canada
McGRATH, ED
Ed McGrath Sports Show
WSPA, Spartansburg, S. C.
McINTYRE, JIM
Sportslants
WINN, Louisville, Ky.
McKECHNIE, JIM
Sportslants
Sports Report
WENE, Binghamton-Endicott, N. Y.

McKENZIE, STAN
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KWED, Seguin, Texas
McKINNON, BILL
Shell Digest
WBNS, Columbus, Ohio
McKNIGHT, WES
CFRB, Toronto, Ont., Canada
McLAUGHLIN, JAMES
St. Croix Sports Round Up
WSHB, Stillwater, Minn.
McLINN, STONEY
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WHIP, Philadelphia, Pa.
McNAMARA, JIM
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WALA, Mobile, Ala.
McNAMARA, LAWRENCE
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WNHC
Sports Spotlight
WNHC-TV, New Haven, Conn.
McNEIL, DAVE
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WCRB, Waltham, Mass.
McVAY, BOB
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KFJI, Klamath Falls, Oregon
McWILLIAMS, HAL
KCMC, Texarkana, Texas-Ark.

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MACDONALD, JOHN
CKOY, Ottawa, Ont., Canada
MacKENZIE, KEITH
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CJRL, Kenora, Ont., Canada
MacKENZIE, WENDELL C.
WMOU, Berlin, N. H.
MacLEAN, JOHN
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WPDQ, Jacksonville, Fla.
MACKLEM, JAMES C.
WTVB, Coldwater, Mich.
MacLEOD, TOM
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KYJC, Medford, Oregon
MacPHERSON, STEWART
WCCO, Minneapolis, Minn.
MAGRINI, BUD
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KSRO, Santa Rosa, Calif.
MALDEN, KEN
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WHEE, Boston, Mass.
MANDRAKE, CHUCK
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WICA, Ashtabula, Ohio
MANN, CARL
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KNUZ, Houston, Texas
MANNING, TOM
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WNBK, Cleveland, Ohio
MANSFIELD, BOB
Daily Sports Reports
WKIC, Hazard, Ky.
MARGET, MANNY
Sport Shorts
KVOX, Moorhead, Minn.
MARINO, JOHN
Sports Review
WHAT, Philadelphia, Pa.
MARKS, JOE
Sports Roundup
CFAC, Calgary, Alberta, Can.
MARLOW, DOUG
All Out For Sports
KWAT, Watertown, S. Dakota
MARRONE, MIKE
Johnsonburg Sports
WKBI, St. Marys, Pa.
MARSH, ROY S.
Sports Review
WHLF, South Boston, Va.
MARSHALL, NORM
CHML, Hamilton, Canada
MARTIN, BOB
Martin's Sportsfolio
WMUR, Manchester, N. H.
MARTIN, DICK
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WCMI, Ashland, Ky.
MARTIN, HERBIE
Sports Parade
WKBI, St. Marys, Pa.
MARTIN, JIM
WDYK, Cumberland, Md.
MARTIN, MAURY
6:30 Sports
KXGN, Glendive, Montana
MARTIN, TINY
Tiny Martin's Sport Show
WFNC, Fayettesville, N. C.
MARTIN, WHITNEY R.
Sports Parade
WCMI, Ashland, Ky.
MARTZ, DON
CKCR, Kitchener, Ont., Canada
MASON, JOE
Sports and Play-By-Play
WLEE, Richmond, Va.
MASON, WILLIAM C.
Spotlight on Sports
KDIX, Dickinson, No. Dak.
MATTHEWS, TOM
WKLA, Ludington, Mich.
MAYNARD, BILL
KTTS, Springfield, Mo.
MAYORAL, RADAMES
Publicidad Mayoral
WPAB, Ponce, Puerto Rico
MAYES, WENDELL, JR.
KBWD, Brownwood, Texas
MAYS, BOB
KLIF, Dallas, Texas
MAZER, BILL
"Sports Extra"
WKBW, Buffalo, N. Y.
MEALY, TOM
WTTN, Watertown, Wis.
MEHAFFEY, JAY
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KOSA, Odessa, Texas
MEHL, ERNIE
Ernie Mehl Sports
WDAF, Kansas City, Mo.
MEIER, EVANS
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WJAG, Norfolk, Nebr.
MERCER, JOHN P.
WHAP, Hopewell, Va.
MERCER, BILL
KMUS, Muskogee, Okla.
MERRILL, JACK
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KOLS, Pryor, Okla.
MERRIMAN, DONALD W.
Sports Page
WHDL, Olean, N. Y.
METZGER, DON
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WMAM, Marinette, Wis.
MEYER, AL
All Sports
KPOW, Powell, Wyo.
MICHAEL, RAY
Sports Beat
WNBW, Washington, D. C.
MILLER, FRANK
Sports Parade
KSIM, Sikeston, Mo.
MILLER, GENE
Gene Miller On Sports
KOVE, Lander, Wyo.
MILLER, IRV
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WDLB, Marshfield, Wis.
MILLER, SKIP
Sports Director
WJSW, Altoona, Pa.
MILLER, STRETCH
Sports Extra
WIL, St. Louis, Mo.
MILLER, VAN C.
6:15 Sports
WFCB, Dunkirk, N. Y.
MILLS, BILL
WPTW, Piqua, Ohio
MILTON, JUD
KSJB, Jamestown, N. Dak.
MINSHALL, BILL
Football Scoreboard
KRMG, Tulsa, Okla.
MITCHELL, JAMES H.
WCVS, Springfield, Ill.
MITCHELL, JEAN
CKCR, Kitchener, Ont., Canada
MITTAN, RAY
WHFB, Benton Harbor, Mich.
MOEN, JOE
Moen 'Em Down
WBEL, Beloit, Wis.
MOFIELD, RAY
Sports Hi-Lites
WPAD, Paducah, Ky.
MOLEN, SAM
Sports Director
KFRM - KMBC, Kansas City, Mo.
MONROE, BOB
Last Night In Sports
KCHA, Charles City, Iowa
MONROE, S. W.
WMRA, Myrtle Beach, S. C.
MOON, HAROLD
WISE, Asheville, N. C.
MOORE, BILL
WNJR, Newark, N. J.
MOORE, JERRY
"Spotlighting Sports"
WKOK, Sunbury, Pa.
MOORE, TED
Sports Diary
KTRI, Sioux City, Iowa
MOOREHEAD, TOM
"Com Moorehead Sports Show"
WFIL, Philadelphia, Pa.
"Name The Star"
WFIL-TV, Philadelphia, Pa.
MORAN, GUSSIE
"Kelley-Moran Show"
KNBH, Hollywood, Calif.
MORAN, JACK
Sports Beat
Football Forecasts
KVER, Albuquerque, N. Mex.
MOREHOUSE, EUGENE
Sports Director
WWNR, Beckley, W. Va.
MORELAND, HARRY A.
Sports Cast
KCRV, Caruthersville, Mo.
MOREY, ROBERT F.
75 Sportscast
WOKZ, Alton, Ill.
MORGAN, ED
KBON, Omaha, Nebr.
MORGAN, EM
Sports Story
KPGW, Pasco, Wash.
MORLAN, CLIFF
Sports Review
KBUN, Bemidji, Minn.
MORLEY, MIKE
WRIB, Providence, R. I.
MORRIS, BOB
Sports Page
KBRL, McCook, Nebraska
MORRIS, JIM
Pigskin Parade
WTON, Staunton, Va.
MORRIS, LEO
Sports Hilights
KRHD, Duncan, Okla.

MORTON, EARL
Looking At Sport
CHNS, Halifax, Nova Scotia, Can.
MOSS, DAVID A.
Pigskin Salute
WESC, Greenville, S. C.
MOSTELLER, JERRY G.
WAKE Sports Round-up
WAKE, Greenville, S. C.
MOTLEY, RAY
WMOH, Hamilton, Ohio
MULLINAX, W. A.
Sport Scoreboard
WESC, Greenville, S. C.
MURDOCK, HOWARD
La Porte Sports
WIMS, Michigan City, Ind.
MURPHY, BOB
Sports By Murphy
KOCY, Oklahoma City, Okla.
MURPHY, BOB
WXYZ-TV, Detroit, Mich.
MURPHY, ED
Sports Page
WWHG, Hornell, N. Y.
MURPHY, TOM
KWCR, Cedar Rapids, Iowa
MURRAY, DON
Sports Review
WDBJ, Roanoke, Va.
MUZZY, JIM
WHBC, Canton, Ohio
MYERS, KENT
Sports Events
KSUB, Cedar City, Utah

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NAGLE, JERRY
WHTN, Huntington, W. Va.
NAGLER, AL
WJBK, Detroit, Mich.
"Sports Camera"
WJBK-TV, Detroit, Mich.
NAKEL, PAUL
WJMO, Cleveland, Ohio
NEAL, BOB
Today In Sports
WERE, Cleveland, Ohio
NEALON, CLARK
"Clark Nealon"
KPRC-TV, Houston, Texas
NEINAS, "CHUCK"
Play-By-Plays
WDLB, Marshfield, Wis.
NELSON, JOHNNY
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WESB, Bradford, Pa.
NESBITT, DICK
WOR-TV, New York, N. Y.
NEWMAN, JACK
WIBA, Madison, Wis.
NEY, CHUCK
KAYL, Storm Lake, Iowa
NIAGRO, JOE
Sports-A-Tune
WIBG, Philadelphia, Pa.
NICHOLS, DICK
Great Moments In Sports
KGA, Spokane, Wash.
NICKELSON, DICK
Sports Report
WEAR, Pensacola, Fla.
NORMAN, DICK
Sports Spotlight
WMAN, Mansfield, Ohio
NORMAN, HAL
Speaking of Sports
WLCR, Torrington, Conn.
NORWINE, JACK
Sportscaster
KMOX, St. Louis, Mo.
NUGENT, JACK
Sportscast
KASM, Albany, Minn.

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O'BRIEN, DON
"Sports Beat"
WDGY, Minneapolis, Minn.
O'BRIEN, JERRY
Sports Edition
WPJB, Providence, R. I.
O'CARA, ROGER
WBEC, Pittsfield, Mass.
O'DELL, VIRGIL
Cavalcade of Sports
WGRO, Bay City, Mich.
OLIVER, W. D.
Football Bandstand
KVMC, Colorado City, Texas
OLSON, DANNY
Sports Final
KSUM, Fairmont, Minn.
O'MARA, BILL
"King's Sport Camera"
KING, Seattle, Wash.
Baseball, Hockey, Football
KING-TV, Seattle, Wash.
ORR, W.
Sports On Parade
WVOS, Liberty, N. Y.
ORUM, BILL
Sports By Bill Orum
KCRC, Enid, Okla.
OSBORNE, ED
Sports Parade
WMSC, Columbia, S. C.
OSBORN, GENE
Sports
KXEL, Waterloo, Iowa
OVERTON, DAVE
Let's Look At Sports
WSM-TV, Nashville, Tenn.
OWENS, MOREY
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WROK, Rockford, Ill.

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WSKI, Montpelier, Vt.
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PAYNE, JACK
Sports Director
WOW, Omaha, Nebr.
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PECK, CLAIR
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KRUL, Corvallis, Oregon
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WWIN, Baltimore, Md.
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WPIC, Sharon, Pa.
PERRIN, KEYES
Ruppert Sports Parade
WROW, Albany, N. Y.
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WCDL, Carbondale, Pa.
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KSUB, Cedar City, Utah
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PETERSON, GEORGE A.
Time For Sports
WTWN, St. Johnsbury, Vt.
PETTACK, KEITH
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PHILBIN, BOB
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WJOL, Joliet, Ill.
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WHKK, Akron, Ohio
PIGGOTT, JOE
News & Sports
WLRP, New Albany, Ind.
PIPHER, BILL
Parade Of Sports
WIOU, Kokomo, Ind.
PITTENGER, DICK
Sport News
WFBM, Indianapolis, Ind.
PLATT, BILL
WBBZ, Ponca City, Okla.
POPE, BILL
WABY, Albany, N. Y.
PORTER, BEN
Sport Shorts
WGOV, Valdosta, Ga.
PORTER, C. W.
WJRI, Lenoir, N. C.
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POUCHER, J. WAYNE
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WCOS, Columbia, S. C.
POUNDER, RAY
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KXRN, Renton, Wash.
POWERS, JIMMY
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Sports Roundup, Local Baseball
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WRBC, Jackson, Miss.
PREUSS, RUSS
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KTTR, Rolla, Mo.
PRIDDY, JOHN
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WCEC, Rocky Mount, N. C.
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WNBF-TV, Binghamton, N. Y.
WNBF, Binghamton, N. Y.
PUGIA, JOSEPH
Sport Shorts
WLIO, East Liverpool, Ohio

PURSER, JIM
Spotlight On Sports
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QUICK, GERALD
WHSC, Hartsville, S. C.
QUINN, JACK
Sports Editor
WMBD, Peoria, Ill.

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RABER, ALAN D.
Sports Digest
WKAP, Allentown, Pa.
RAFUSE, BRUCE
CKBW, Bridgewater, Nova Scotia, Canada
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Speaking of Sports
WNCC, Barnesboro, Pa.
RAINER, CHUCK
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CKPI, Fort Frances, Ontario, Canada
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RHODES, RICHARD A.
WAYB, Waynesboro, Va.
RICH, AL
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WADE, Wadesboro, N. C.
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WJPB, Fairmont, W. Va.
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KILO, Grand Forks, N. Dak.
RILEY, WALTER J.
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WVET, Rochester, N. Y.
RINEMAN, JOHN
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WLAN, Lancaster, Pa.
RIVAS, CARLOS
Sports Camera
KPOA, Honolulu, Hawaii
RIVAS, RAFAEL SOLER
WORA, Mayaguez, P. R.
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CKAC, Montreal, Canada
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WKNE, Keene, N. H.
ROBERTS, JUD
KGFL, Roswell, New Mexico
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ROLLASON, FRED
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CKCW, Moncton, N. B., Can.
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KSL-TV, Salt Lake City, Utah
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WSSV, Petersburg, Va.
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WCTT, Corbin, Ky.
RUSSELL, BOB
Russell's Scoreboard
KFEQ, St. Joseph, Mo.
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KFDM, Beaumont, Texas
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WHLD, Niagara Falls, N. Y.
RUYLE, DON
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WBYS, Canton, Ill.
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KURV, Edinburg, Texas
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KWPC, Muscatine, Iowa
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WALL, Middletown, N. Y.
RYAN, TOMMY
Let's Play Ball
KANA, Anaconda, Montana

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WSVS, Crewe, Va.
SALSBURG, JOSEPH H.
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WBIW, Bedford, Ind.
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WCHS, Charleston, W. Va.
SAUNDERS, LLOYD
CKCK, Regina, Sask., Canada
SAUTER, DAVE
Spotlight On Sports
WSAR, Fall River, Mass.
SAVAGE, GUY
Sports Scoreboard
KXYZ, Houston, Texas
SAVARD, RAOUL
Chronique Sportive
CJFP, Riveiere Du Loup, P. Que., Canada
SAVITT, "DUKE"
Sports Memories
WFGM, Fitchburg, Mass.
SAWYER, TED
Sportscap
WKNE, Keene, N. H.
SCHROEDER, PAUL
Michigan City Sports
WIMS, Michigan City, Ind.
SCHURMAN, BOB
Parade of Sports
CJRW, Summerside, Prince Edward Island, Canada
SCOTT, MARK
WCAV, Norfolk, Va.
SCOTT, RAY
WCAE, Pittsburgh, Pa.
SCOTT, TED
Sports Parade
KULA, Honolulu, Hawaii
SEARLES, NEIL
Sports Pace
WFOX, Milwaukee, Wis.
SEARS, BILL
WCAU, Philadelphia, Pa.
SEDA, JOSE
Sports Commentary
WIPR, San Juan, P. R.
SENYCZKO, ED
WTTH, Port Huron, Mich.
SGAMBATI, FRED
Sports Scores
CKFH, Toronto, Ont., Canada
SHANER, BUD
Speaking of Sports
KOLN, Lincoln, Nebr.
SHANK, LEW
Sports Parade
KWYO, Sheridan, Wyo.
SHANNON, GEORGE
The Roundup
WTOK, Meridian, Miss.
SHAVER, DANNY
The Sportsman
WHHH, Warren, Ohio

SHELLY, BOB
Sportspage Of The Air
WMRC, Greenville, S. C.
SHELTON, FLOYD
Sports On Parade
KSTA, Coleman, Texas
SHEPARD, LARRY
Sports Talk
KBIZ, Ottumwa, Iowa
SHEPHERD, W.
KBNZ, La Junta, Colo.
SHERMAN, BARRY
Sports Parade
WSCR, Scranton, Pa.
SHERMAN, BILL
Sports Roundup
WCRB, Waltham, Mass.
SHERMAN, BUD
Sports Roundup
WBAP, Fort Worth, Texas
Sports With Sherman
WBAP-TV, Ft. Worth, Texas
SHERMAN, EUGENE E.
KCOM, Sioux City, Iowa
SHIREK, JIM
Sports To Now
KFGO, Fargo, N. D.
SHIVELY, DICK
Sports Extra
WJPS, Evansville, Ind.
SHOOP, EDWIN
WGET, Gettysburg, Pa.
SHOWERS, HAL
WQUA, Moline, Ill.
SHRINER, TED
Sportscast
KTJS, Hobart, Okla.
SHROPSHIRE, BILL
Scoreboard
WCHA, Chambersburg, Pa.
SHUBINSKI, JAKE
Sports Digest
KHUZ, Borger, Texas
SHUDT, ROY
WTRY, Troy, N. Y.
SHULTS, DAN
Sports Parade
KREL, Baytown, Texas
SHUMATE, GENE
KSO, Des Moines, Iowa
SIMAN, MIKE
WDZ, Decatur, Ill.
SIMPSON, JIM
WTOP-TV, Washington, D. C.
SIMPSON, NORM
WWOD, Lynchburg, Va.
SIMS, FRANK
Let's Be Frank
WKMH, Dearborn, Mich.
SINDIK, GEORGE
WKRG, Mobile, Ala.
SINGER, LAN
Sports Talk
WXGI, Richmond, Va.
SINGER, PAUL L.
KDWT, Stamford, Texas
SLATER, SAM
Sports Time
WCOM, Parkersburg, W. Va.
SLATER, WOODY
4-Pages In Sports
KUGN, Eugene, Oregon
SLATTERY, JACK
WEIM, Elmira, N. Y.
SMITH, ART
Sports Trail
WFRO, Fremont, Ohio
SMITH, BILL
Sports Review
WMFR, High Point, N. C.
SMITH, BOB
Parade Of Sports
NBC
SMITH, BOB
Bob Smith Sports Review
WOOD, Grand Rapids, Mich.
SMITH, C. V.
Sports Review
WGWR, Asheboro, N. C.
SMITH, DALE
Top O' Sports
KFJB, Marshalltown, Iowa
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, FRANK
KHUM, Eureka, Calif.
SMITH, GORDIE
CFBC, St. John, N. B., Can.
SMITH, JOE
Sports Roundup
WARD, Johnstown, Pa.
SMITH, L. O.
Hi School Sports
KOWB, Laramie, Wyo.
SMITH, SIEG
Sieg Smith Sports
WGR, Buffalo, N. Y.
SNOWDON, CHARLES T.
Sports Director
WPLH, Huntington, W. Va.
SOMMERKAMP, PAUL
WCKY, Cincinnati, Ohio
SORRILL, BILL
Sports Tour
WKGN, Knoxville, Tenn.
SPANN, OWEN
Sports Spotlight
WTOB, Winston-Salem, N. C.
SPECIAL, JOHNNY
Sports Special
KGBC, Galveston, Texas
SPRAGUE, ED
KTMS, Santa Barbara, Calif.
SPRY, GENE
Sports Roundup
WKAI, Macomb, Ill.
SQUIRES, SANDY
This Week In Sports
WDOS, Oneonta, N. Y.
STANLEY, AL
WIMA, Lima, Ohio
STAPLES, GEORGE
KSVC, Richfield, Utah
STARR, FRANK
Frank Starr Sportscast
CJAD, Montreal, Quebec, Can.
STATHAM, TOM
Sports Parade
Hockey & Baseball Broadcasts
CFJR, Brockville, Ont., Can.
STEELE, DON
An Eye On Sports
WFUR, Grand Rapids, Mich.
STEELE, JOHN
Univ. & Hi School Basketball
KOWB, Laramie, Wyo.
STEELMAN, BOB
Sports Director
KOIL, Omaha, Nebr.
STEMMLER, NICK
Front Page Stories
WRUN, Utica, N. Y.
STEPHENSON, BILL
Sportscasts
CKDA, Victoria, B. C., Canada

STERN, BILL
Colgate Sports Newsreel NBC
Star Night At The Astor
NBC-TV
Remember This Date, NBC-TV

STERN, JOHNNY
Sports
KLER, Rochester, Minn.
STEVENS, DON
WEOL, Elyria-Lorain, Ohio
STICHT, BOB
Football Scoreboard
WHHM, Memphis, Tenn.
STIMMERS, REX
Spice Of The Sports News
STODDER, KEN
Sports Journal
KPKT, Tucson, Arizona
STOGNER, EARL
Sportcast
WDVA, Danville, Va.
STONE, CLAIR
Sports
WBAY, Green Bay, Wis.
STONE, PHIL
Sports Capsules, Sports Roundtable
CHUM, Toronto, Ont., Canada
STOREY, ED
WNAO, Raleigh, N. C.
STOUT, ALLEN
Sports Parade
WROL, Knoxville, Tenn.
STRAIN, STAN
KWNW, Wenatchee, Wash.
STRATTON, DICK
WMBR-TV, Jacksonville, Fla.
STREET, MALCOLM
Sports Parade
WHMA, Anniston, Alabama
SUGAR DADDY
Negro Sportscope
WBCO, Birmingham-Bessemer, Ala.
SULLIVAN, JIM
Sports Spots
CFOR, Orillia, Ont., Canada
SUMMERVILLE, P.
CKLB, Oshawa, Ont., Canada
SURRATT, JOHNNY
Sports Time
WGIV, Charlotte, N. C.
SUTER, BUD
Sports Camera
KGLO, Mason City, Iowa
SUTTERFIELD, PHIL
Sportraits
WHAS-TV, Louisville, Ky.
SWAN, BOB
Spotlight on Sports
WORL, Boston, Mass.
SWANSON, BOB
Sports Final
WCAM, Camden, N. J.
SWASEY, BILL
Speaking Of Sports
WGVA, Geneva, N. Y.

— T —

TABNER, DOUG
Sports Tab
WTOD, Toledo, Ohio
TAGGART, BYRON
Hockey Roundup
WKRC, Cincinnati, Ohio
TASNADEY, JOHN
Sports Hilites
Pigskin Panel
KERG, Eugene, Oregon
TATUM, EDDIE
WPAQ, Mt. Airy, N. C.
TEAGUE, BILL
Sports Highlights
KWKC, Abilene, Texas
TEMPLETON, DINK
Sports Page
KFRC, San Francisco, Calif.
TERFLER, DICK
Three-Ring Sports
WTMA, Charleston, S. C.
TERMIN, JOE
Speaking of Sports
WCPA, Clearfield, Pa.
TERRY, BOB
Sports Express
KSTL, St. Louis, Mo.
TERRY, CHEM
Wrestling
WBAP, WBAP-TV, Fort Worth, Texas

TERRY, HUB
Spotlighting Sports
Sports Final
WIS, Columbia, S. C.
THEERINGER, GEORGE
Sports Roundup
WRBL, Columbus, Ga.
THOMAS, DON
WJKO, Springfield, Mass.
THOMAS, FRANK
WABG, Greenwood, Miss.
THOMAS, GLENN
Sports Parade
WJEJ, Hagerstown, Md.
THOMPSON, BILL
In The Sportlight
KUTA, Salt Lake City, Utah
THOMPSON, BOB
Sports Patrol
WBBB, Burlington, N. C.
THOMPSON, CHUCK
Sports Special
WITH, Baltimore, Md.
THOMPSON, GEORGE
Sportsreel
WBGR, Jesup, Ga.
THORNTON, HARRY
Prep F. B. Play
WAGC, Chattanooga, Tenn.
THORTON, RALPH
Pigskin Payoff
KVOP, Plainview, Texas
TOAL, FRANK
Johnstown Sports
WCRO, Johnstown, Pa.
TODD, RICHARDS
WLBG, Laurens, S. C.
TORGERSON, STAN
Sports Hilites
WBIZ, Eau Claire, Wis.
TOSTI, PHIL
Sports Digest
WKAL, Rome, N. Y.
TOWNSEND, CHET
Parade Of Sports
WJPF, Herrin, Ill.
TOZIER, HOWARD
Speaking Of Sports
WARA, Attleboro, Mass.
TRABER, JIM
World Of Sports
KVIC, Victoria, Texas
TRACE, BOB
Koehlers Sports Review
WMGW, Meadville, Pa.
TRANTER, CHARLES
WNAE, Warren, Pa.
TRAYNOR, HAROLD J.
KQV, Pittsburgh, Pa.
TRUITT, ROLLIE
Sports Airena
KWJJ, Portland, Oregon
TRUSSELL, JAKE
Sports Column of The Air
KINE, Kingsville, Texas
TUCKER, JOE
Sports Special
Sports Review
WWSW, Pittsburgh, Pa.
TURNER, ROBERT
WHAM, WHAM-TV,
Rochester, N. Y.
TYLER, WAYNE
World Of Sports
WLVA, Lynchburg, Va.
TYSON, TY
Ty Tyson
WWJ, Detroit, Mich.

— U —

ULRICK, ED
WLOK, Lima, Ohio
UNGER, DICK
WKYB, Paducah, Ky.
UTLEY, MAL
Sports
WOPI, Bristol, Tenn.

— V —

VAGNER, JACK C.
Skelly Spts. Rpt.
KRAL, Rawlins, Wyo.
VALENTI, FRANK
Sports Review
KHON, Honolulu, Hawaii
VAN, BILL
Scores & Highlights
KFDM, Beaumont, Texas
VAN AKERS, TREVOR
Sports Review
WKOY, Bluefield, W. Va.
VAN ROBY, CLIFTON
Van Roby Local
WTBO, Cumberland, Md.
VAN SANT, JOHN T.
Sports Chat
WSAN, Allentown, Pa.
VAN VOORHIS, HOWARD
WLBR, Lebanon, Pa.
VAUGHAN, WALTER
KTAN, Sherman, Texas
VEIDT, BILL
Sports Scoreboard
KHAS, Hastings, Nebr.
VENNER, FRANK
Sports Highlights
Sports Page
WSPD-TV, Toledo, Ohio
VEST, GEO.
World Of Sports
KJFJ, Webster City, Iowa
VEY, JOHN
Sports In Your Community
CFNB, Fredericton, N. B., Can.
VICK, DICK
KGEZ, Kalispell, Montana
VICKLAND, ART
Football Forecast
KTBC, Austin, Texas
VIDNOVIC, SAM
Scholastic News
WMCK, McKeesport, Pa.
VINEY, HY
Sports Digest
CFCN, Calgary, Alberta, Can.
VOGEL, GEORGE
Sports Review
KCOW, Alliance, Nebr.

— W —

WADDELL, KEN
KXXX, Colby, Kansas
WAGNER, BOB
Sports Review
WHIZ, Zanesville, Ohio
WAGNER, JAY
Sports Parade
WLEC, Sandusky, Ohio
WALDEN, WARREN
TV Sports Page
WJAR-TV, Providence, R. I.
WALKER, BOB
KWTX, Waco, Texas
WALKER, HAL
Last Word In Sports
WMAW, Milwaukee, Wis.
WALKER, J. V.
Parade of Sports
WJPF, Herrin, Ill.
WALLACE, JACK
Sports Final
KBST, Big Spring, Texas
WALSH, FRANK J.
Sports Commentator
WBCM, Bay City, Mich.
WALSH, GEORGE
Walsh Looks 'Em Over
WFIL-TV, Philadelphia, Pa.
WALSH, LLOYD P.
Sportspage
WGAT, Utica, N. Y.
WALSHAK, DAVID
Cavalcade of Sports
KCTI, Gonzales, Texas
WALTON, EARL
Sports Roundup
WJZM, Clarksville, Tenn.
WALTON, LUKE
Sports Director
WISH, Indianapolis, Ind.
WALTON, RAY
Sports Page
WIBG, Philadelphia, Pa.
WARD, BILL
WHOW, Clinton, Ill.
WARDEN, AL
Patrolling The Sports
Highway
KLO, Ogden, Utah
WARNER, MEL
Bandstand Of Sports
WCEC, Rocky Mount, N. C.
WARREN, JIM
Sportspecial
WMAK, Nashville, Ten.
WATERMAN, BERNIE
News & Sports
WMAY, Springfield, Ill.
WATERS, PHIL
Pigskin Prophet
KOOS, Coos Bay, Oregon
WATERS, VIC
Who Beat Who
CJOR, Vancouver, B. C., Can.
WATSON, E.
Sports Highlight
CFOS, Owen Sound, Ont., Can.
WATSON, CHARLIE
Sports Roundup
KBOA, Kennett, Mo.
WATSON, DRANE
WDUN, Gainesville, Ga.
WATTRICK, DON
Sports Parade
WXYZ - WXYZ - TV, Detroit, Mich.
WEATHERWAX, BEN K.
KGY, Olympia, Wash.
WEAVER, BILL
Sports Headlines
WDAY, Fargo, N. Dak.
WEAVER, HANK
Hank Weaver's Press Room
KECA-TV, Hollywood, Calif.
WEAVER, RICK
Spotlite On Sports
WCEN, Mt. Pleasant, Mich.
WEGGELAND, R. D.
Football Time
Football Prophet
KVMV, Twin Falls, Idaho
WELBORNE, CURT
Play-By-Play
WGBG, Greensboro, N. C.
WELLS, DARYL
CHML, Hamilton, Canada
WELLS, J.
CKY, Winnipeg, Manitoba, Canada
WESLEY, DON
WGGH, Marion, Ill.
WEST, BOB
WGAI, Elizabeth City, N. C.
WEST, WINDY
Sports Preview
KSEM, Moses Lake, Wash.
WESTBROOK, TED
Commentary
WKBV, Richmond, Ind.
WESTERMEIER, BOB
Sports Spotlight
WCSI, Columbia, Indiana
WESTERVELT, RICHARD
WHWB, Rutland, Vermont

WESTON, DON
Westerner's Sports Corral
KGVO, Missoula, Mont.
WHALEN, ED
Sports Director
CJOC, Lethbridge, Alberta, Canada
WHEELER, JOHN WHIT
KHIT, Lampasas, Texas
WHEELER, RICHARD
Sport News
KTBB, Tyler, Texas
WHITAKER, JACK
Sport Shots
WCAU, Philadelphia, Pa.
WHITAKER, TOM
The Sportscope
WKNX, Saginaw, Mich.
WHITE, BILL
Sports Page
KTIP, Porterville, Calif.
WHITE, DICK
Sports News
KPKW, Pasco, Wash.
WHITE, GEORGE
Sports
WFAA, Dallas, Tex.
WHITMORE, TOM
Spotlight on Sports
WHIR, Danville, Ky.
WHITTIER, CHUCK
Chuck Whittier's Sports
WILK, Wilkes-Barre, Pa.
WILCOX, GEORGE
KWBU, Corpus Christi, Texas
WILCOX, PAUL
WGAR, Cleveland, Ohio
WIDMAN, RALPH
Sports
WFAA, Dallas, Texas
WIESENBURG, JACK
WKNK, Muskegon, Mich.
WILFONG, CHARLES E.
Sports World
WATA, Boone, N. C.
WILHITE, SAM
Sam Wilhite Sports
KBRC, Mount Vernon, Wash.
WILLIAMS, AL
WEVE, Eveleth, Minn.
WILLIAMS, BOB
Sports Final
WHIM, Bloomsburg, Pa.
WILLIAMS, CHARLES
KWNO, Winona, Minn.
WILLIAMS, DOC
Sports Digest
WADC, Akron, Ohio
WILLIAMS, GARNET
Today In Sports
WROY, Carmi, Ill.
WILLIAMS, PETE
Sportsman Hr.
WAGC, Chattanooga, Tenn.
WILLIAMSON, HADLEY
Sportsparade
WSIC, Statesville, N. C.
WILLS, HARRY
Sports Round Up
WHLB, Virginia, Minn.
WILSON, BERT
Basket Ball & Football
WILSON, CHUCK
WBVP, Beaver Falls, Pa.
WILSON, JOE
Game Of The Day
MBS
WILSON, JOE
Today In Sports
WBKB, Chicago, Ill.
WILSON, JOHN
Spotlight On Sports
Sports Roundup
WFLO, Farmville, Va.
WINGATE, CHARLES J.
Play-By-Play
WPLI, Jackson, Tenn.
WISEMAN, HARRY
Devoted To Sports, Sports Desk, Let's Talk Sports
WSLS, Roanoke, Va.

WISMER, HARRY
Sports Highlights, Radio - TV, Mutual, WOR, WOR-TV for General Tire and Rubber Co.

WITTE, BUD
All Play by Play
WDUZ, Green Bay, Wis.
WOLPART, ED
WFPG, Atlantic City, N. J.
WOOD, EARL
WHAM-TV, Rochester, N. Y.
WOOD, ROBERT
Sports Notebook
KORN, Mitchell, South Dakota
WOODS, JIM
Jim Woods Sports
WAGA, Atlanta, Ga.
WOODSIDE, SAM
Sports Round-Up
WHCU, Ithaca, N. Y.
WRATHER, LOU
Sports Spotlight
WENK, Union City, Tenn.
WRIGHT, DAVE
Sports Editor
CKBB, Barrie, Ont., Canada
WRIGHT, JEFF
Sports Review
WKCT, Bowling Green, Ky.
WRIGHT, JOE
The Wright Side Of Sports
WKHM, Jackson, Mich.
WULCHIN, STEVE
WHAP, Hopewell, Va.
WYATT, ARCHIE
WCTT, Corbin, Ky.
WYLIE, BOB
Sports Hi-Lights
WAKR, Akron, Ohio
WYMAN, MAL
KALL, Salt Lake City, Utah

— Y —

YATES, CARL
Bowling Reporter
WACB, Kittanning, Pa.
YOUNG, JOY
WERC, Erie, Pa.
YOUNGBLOOD, WES
Sports Page
KSEL, Lubbock, Texas

— Z —

ZABEL, JIM
Sportsmen's Corner
WHO, Des Moines, Iowa
ZIMMERMAN, BOB
KSIL, Sportslight
KSIL, Silver City, New Mexico

WHY IS AP
THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

TRANSCRIPTION LIBRARIES GROWING

By ROBERT W. FRIEDHEIM, General Manager, World Broadcasting System, Inc.

ONE of the most significant developments in the radio picture during the past year has been the growth in importance of transcription library firms—a growth which has occurred because the stations subscribing to such services have as a result significantly increased their revenues.

Friedheim

Today the library service firms are producing a top grade of program, are presenting foremost talent "names," and are producing unique, sure-fire sales tools in the form of special programming aids for station subscribers.

The result is that business is 'way up. National sponsors, such as Sears-Roebuck, Borden's, General Electric, Schlitz, Coca-Cola, Timken Roller Bearing, Ford, Rexall, and many others, have sizeably increased their budgets for locally produced library shows; regional advertisers such as Wiedemann Brewing Company and Michigan Bell Telephone Company are similarly investing increased budgets in library programming; and important local advertisers, such as A. B. Sutherland Company, leading department store in Lawrence, Mass., Teamsters' Union of Philadelphia, and Louisville Home Federal Savings & Loan Association, are also putting heavier money than ever before into such shows as "Chapel By The Side Of The Road," "Freedom Is Our Business," "Homemaker Harmonie," "Forward America," "Dick Haymes Show," and many of the other important library shows.

As a result, more stations than ever before are subscribing to services such as are offered by the World Broadcasting System, Inc., because such services are of tremendous aid to the stations' sales departments.

At a minimum of cost, station subscribers to library services can today solicit new business from all types of advertisers—national, regional, or local, with confidence that what they have to offer to prospective customers compares favorably with anything else such advertisers can choose from.

For example, a salesman for a World affiliate can offer such "names" as Raymond Massey, Robert Montgomery, Lanny Ross, Walter Huston, Dick Haymes, and many other stars of front-line caliber as stars of well-produced shows built around them.

He can also offer slick productions such as "Homemaker Harmonies," with great appeal to women, special holiday shows such as "Miracle At Christmas" starring Thomas Mitchell, and other programs built for special occasions and holidays, with which he can easily attract sponsors.

Thus, with more stations subscribing for library services, and with more sponsors buying library programs and features and ringing a merry tune on the cash register as a result, the entire library service field is prospering.

* * *

Still another reason why transcription library firms have grown in importance and prestige during the past year, is the fact that we have been in the forefront in developing important public service features and in creating good will for the entire radio industry.

For example, quite recently World distributed to its member stations as well as to non-subscribers who requested it, a series of transcriptions made by 10 of the nation's foremost spiritual leaders of all religions and denominations, urging listeners to "Go To Church." The response has been tremendous, and in hundreds of cases the stations featuring these transcriptions have had their stature in their communities raised to new heights through applause from local church dignitaries and other interested citizens who place high value upon the moral regeneration of this nation.

Industry-wise, transcription library services have initiated campaigns such as World's "Wherever You Go There's Radio" series, which not only reminded listeners and advertisers of the many advantages offered by the local station, but of the radio medium as a whole. Who can doubt that by serving its stations in this fashion, the library firms have also served all levels of the radio industry?

* * *

Thus, the library service industry is moving forward, confident that it can do its part in creating exciting new programs and money-making sales ideas for its stations.

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1951

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— A —

AGRONSKY, MARTIN
ABC
AKERS, BOB
World News
KRIC, Beaumont, Texas
ALAMPI, PHIL
ABC
ALCOTT, CARROLL
Carroll Alcott & The News
WINS, New York, N. Y.
ALEXANDER, JACK
Around The World In News
CKOY, Ottawa 4, Ont., Can.
ALEXANDER, PAUL
World Tonight
KSL-TV, Salt Lake City, Utah
ALLEN, CLARE
WEBR, Buffalo, N. Y.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALLEN, PHILLIP
KOIL, Omaha, Nebr.
ALLEN, SPENCER
WGN-TV, Chicago, Ill.
ALLEN, THEO.
Timely Topics
CKPR, Fort William, Ont., Canada
ALLEVA, HARRY
WBUD, Morrisvil'e, Pa.
ALLEY, J. LANDSEY
Week In Review
WKOY, Bluefield, W. Va.
ALLIS, SARAH
Turners Falls News
WHAI, Greenfield, Mass.
ALT, JIM
Front Page News
WKRC-TV, Cincinnati, Ohio
ANDREWS, CARL
Carl Andrews Reports
WDBJ, Roanoke, Va.
ANDREWS, H. G.
Dispelling The Fog
WARD, Johnstown, Pa.
ANSTAETT, CARROLL
WHDL, Olean, N. Y.
ANTHONY, DICK
News Editor
KDAL, Duluth, Minn.
ANTHONY, JULIAN
ABC
ARMATTA, WILBUR
Penthouse Journal
KCOH, Houston, Texas
ARMSTRONG, CARL B.
WIAM, Williamston, N. C.
ARTHUR, BILLY
Billy Arthur Speaks
WJNC, Jacksonville, N. C.
ARTHURS, WINFRED C.
Buckeye Briefs
WRFD, Worthington, Ohio
AVERY, CHARLES
WFPG, Atlantic City, N. J.

— B —

BACK, GUNNAR
WMAL, Washington, D. C.
Crossfire
ABC
BACKUS, ED
WHFB, Benton Harbor, Mich.
BAILEY, JIM
Capitol Comment
WCEN, Mt. Pleasant, Mich.
BAILEY, TRAV
8:00 A.M. News
WHLB, Virginia, Minn.
BAIR, PAUL
Paul Bair And The News
WEOA, Evansville, Ind.
BAIRD, DORWIN
Around Home
CJOR, Vancouver, B. C., Can.
BAKER, JOHN
WHBC, Canton, Ohio

10th Year — NBC

Newscaster

Monday through Friday

"2:55 P.M. News"
NBC Network
(Lucky Strike Cigarettes)

"6:00 P.M. News"
Ruppert Knickerbocker Beer and Participating

"11:00 P.M. News"
(Shell Oil Company)

Also Current:

Telephone Hour
Meredith Willson's Music Room
"So Proudly We Hail"
U. S. Army

LEx. 2-1100, Cl. 7-8300

KENNETH BANGHART

BANGHART, KENNETH
2:55 P.M. News, 6:00 P.M. News, 11:00 P.M. News, Telephone Hour, Meredith Willson's Music Room, So Proudly We Hail, NBC

BARNES, VIC
Vic Barnes Show
WCFL, Chicago, Ill.

BARRIAULT, ARTHUR
NBC
News

BASSINDALE, BOB
News With Bassindale
WBAP-TV, Fort Worth, Tex.

BASSO, NICK
Tri-State Reporter
WSAZ, Huntington, W. Va.
The News Picture
WSAZ-TV, Huntington, W. Va.

BAUER, NORM
Behind The Headlines
KSPT, Sandpoint, Idaho

BAUKHAGE, H. R.
MBS

BEATTY, MORGAN
World News
WNBW, Washington, D. C.
NBC

BEAUPRE, ROBERT
Local News
WJOY, Burlington, Vt.

BEAUREGARD, MARCEL
Les Nuovelles
CKVL, Verdun, Que., Can.

BEN-ISRAEL, SHELOMO
Review Of The News Of The Week
WEVD, New York, N. Y.

BENNETT, EARL
Local Newscast
WGIL, Galesburg, Ill.

BEREZNEY, STEVE
Story Behind The Headlines
WAJR, Morgantown, W. Va.

BERGER, JEAN
Newscast
CKBL, Matane, Prov., Que., Canada

BERING, CONRAD, JR.
Farm & Home
KFDM, Beaumont, Texas

BIRGHAM, JOHN W.
Brigham & The News
KCOM, Sioux City, Iowa

BLACK, JAY
WDIX, Jackson, Tenn.

BLACK, TEMPLE
News Roundup
WDSU-TV, New Orleans, La.

BLANCHARD, DOC
Todays News
WLIN, Merrill, Wis.

BOGDEN, HILARY
News
WJAS, Pittsburgh, Pa.

BOGEN, HARVEY
The Morning News
WFAA, Dallas, Texas

BOGGS, RAN
Between The Lines
WMTC, Vancleve, Ky.

BOLTON, PAUL
Straight Texas
KTBC, Austin, Texas

BOND, BUD
KBRO, Bremerton, Wash.

BOOHER, EVELYN
Local News
WOPI, Bristol, Tenn.

BORNE, GLADYS
News Thru I's OF A Woman
WISR, Butler, Pa.

BOSMAN, JOHN
WINS, New York, N. Y.

BOSTIC, TOM
KIMA, Yakima, Wash.

BOWLER, JAMES V.
Bowler Views The News
WPEN, Philadelphia, Pa.

BOWMAN, BOB
Behind The News
CFBC, St. John, N.B., Canada

BRAKEN, PHIL
Braken Reports The News
WJPB, Fairmont, W. Va.

BRANCH, TAYLOR
WRR, Dallas, Texas

BREEN, EDWARD
KVFD, Fort Dodge, Iowa

BRENNAN, ED.
Covering Calumet
WWCA, Gary, Ind.

BREWTON, ERIC
WEAB, Greer, S. C.

BRIGGS, STEVEN
WTTV, Bloomington, Ind.

BRIGHT, KEITH
Morning & Evening Editions Of The News
WJBC, Bloomington, Ill.

BRINKLEY, DAVID
Camel News Caravan
NBC-TV

BROADLEY, KARL
News At Noon
It Happened Today
WHTN, Huntington, W. Va.

BROOKS, CLIFF
Our Town
WGBF, Evansville, Ind.

BROOKS, GIL
News Parade
WKNA, Charleston, W. Va.

BROOKS, NED
Sunoco Three-Star Extra
NBC

BROUGHMAN, GLEN
WQUA, Moline, Ill.

BROWN, CECIL
MBS

BROWN, FRANK R.
World Digest
KTIP, Porterville, Calif.

BROWN, HONEY
Housewives Houseparty
WHCO, Birmingham-Bessemer, Ala.

BRUNER, ROBERT
Noon News
WIOU, Kokomo, Ind.

BRYSON, CONREY
KTSM, El Paso, Texas

BRYSON, LYMAN
News, Thinking Out Loud
CBS

BULLEN, REED
KVNU, Logan, Utah
News

BURDETTE, WINSTON
CBS

BURKE, J. FRANK, SR.
Citizens In Action
KFVD, Los Angeles, Calif.

BURKE, MERE
Highlights From The Headlines
WLPO, La Salle, Ill.

BURKLUND, TED
Tomorrow's News Tonight
WSAL, Logansport, Ind.

BURLEY, DON
WBBZ, Ponca City, Okla.

BURNS, BILL
KQV, Pittsburgh, Pa.

BURNS, JOSEPH
World News—Today
WNHC-TV, New Haven, Conn.

BUSBY, HORACE
As One Texan Sees It
KTBC, Austin, Texas

BUSLEE, HENRY
WISC, Madison, Wis.

BUTLER, CORT
KITE, San Antonio, Texas

BUTLER, JAMES C.
Maclin News
CFAC, Calugary, Alberta, Can.

BYERS, WAYNE
Between Lines
WATG, Ashland, Ohio

BYRNE, PAT
6:00 P.M. News
CFJR, Brockville, Ont., Can.

BYRNES, JIM
Look At News
WIMS, Michigan City, Ind.

BYRON, JAMES A.
WBAF, Fort Worth, Texas

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CALMER, NED
CBS

CADDELL, RAYMOND
The News
WHSC, Hartsville, S. C.

CAMPBELL, BREWSTER
Press Conference
WXYZ, Detroit, Mich.

CANADAY, EWING
News Room
WKY-TV, Oklahoma City, Okla.

CANTU, JOSE
Programa Popular
KBOR, Brownsville, Texas

CARAKER, GEORGE
KCJB, Minot, N. Dak.

CARAKER, GEORGE
KSJB, Jamestown, N. Dak.

CARDEN, VINCE
Veteran Affairs
WVMI, Biloxi, Miss.

CARINO, BILL
Flying A News
WKBI, St. Marys, Pa.

CARLSON, RICHARD
Week In Review
WCDL, Carbondale, Pa.

CARNEY, KEN
Gen. Paint News
KHON, Honolulu, Hawaii

CARROLL, JIM
Man About Town
KWYO, Sheridan, Wyo.

CARSON, JAMES C.
Behind The News
KWBM, Williston, N. Dak.

CARTER, SHEELAH
KJR, Seattle, Wash.

CARVER, JOHN
John. Carver Commentary
KWKW, Pasadena, Calif.

CASSIDY, HENRY
News
NBC

CEDERBERG, CARL
News By Cederberg
WWJ, Detroit, Mich.

CHAPMAN, FRED
6:00 News
WILK, Wilkes-Barre, Pa.

CHAPP, TONY
WDAF-TV, News
WDAF-TV, Kansas City, Mo.

CHARLES, ALBERT
Final Edition
KEX, Portland, Oregon

CHASE, CEDRIC, JR.
WCRB, Waltham, Mass.

CHASE, JACK
WCOP, Boston, Mass.
CHENEY, RAY
Newswire
WCSS, Amsterdam, N. Y.
CHRISTENSEN, LOWELL
Lowell Christensen Reports The News
WDLB, Marshfield, Wis.
CHRISTIE, GEO.
Old Crusader
WFEA, Manchester, N. H.
CLANCY, HAL
Hal Clancy Reports The News
WHDH, Boston, Mass.
CLARE, VAN
CKLW, Detroit, Mich.
CLARK, HAL
KWIE, Kennewick, Wash.
Hal Clark And The News
CLARK, JAMES
6:30 News
WWJ-TV, Detroit, Mich.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLAY, RICHARD
WKTV, Utica, N. Y.
CLEARY, JOSEPH M.
News Review
WESB, Bradford, Pa.
CLIFFORD, JACK
7:30 Local
KRIC, Lewiston, Idaho
CLINE, CLAY, JR.
The Morning News
WJZM, Clarksville, Tenn.
CLOS, JEAN
Clos Look At The News
WKLO, Louisville, Ky.
CLOUGH, L. D.
Star Reporter
KLUF, Galveston, Texas
COCHRAN, HARRY
Tri-State Report
WEIR, Weirton, W. Va.
COLE, BRAD
News Behind The News
KOOS, Coos Bay, Oregon
COLEMAN, ARCH
The Editor
WEEB, Southern Pines, N. C.
COLLINGWOOD, CHARLES
CBS-TV
COLLINS, FRED
News
NBC
COLLINS, WAYNE
Universal Reporter
KGMB, Honolulu, Hawaii
COLVIN, WALTER
5:15 P.M. News
KNUZ, Houston, Texas
COMBS, GEORGE HAMILTON
WMGM, New York, N. Y.
CONAWAY, RAY
Conaway Reports
KTHT, Houston, Texas
CONDON, GLENN
This Week In Oklahoma
KRMG, Tulsa, Okla.
CONNER, GEO. W.
Man Next Door
KVAN, Vancouver, Wash.
CONNOR, TOM
Hometown News
WIRL, Peoria, Ill.
CONSIDINE, BOB
On The Line With Bob Considine
NBC, NBC-TV
CORCORAN, JOHN
Corcoran Speaking
WFIL, Philadelphia, Pa.
CASTA, ROBERT
PAA News
KGMB, Honolulu, Hawaii
COSTELLO, BILL
News, White House Correspondent
CBS
COSTELLO, ED
Behind The News
KOSA, Odessa, Texas
COWART, SARA
WROX, Clarksdale, Miss.
COX, EARL
CKBB, Barrie, Ont., Canada
CRADDOCK, JACK
Connellsville Commentary
WCVI, Connellsville, Pa.
CROGHAN, JOE
WBAL, Baltimore, Md.
CRONKITE, WALTER
WTOP-TV, Washington, D. C.
CROWELL, JIM
WPRC, Lincoln, Ill.
CUMMISKEY, JOE
WAGE, Syracuse, N. Y.
CUNNINGHAM, BILL
MBS
CURRY, MYRON
WISC, Madison, Wis.
CURTIS, MARK
KWRN, Reno, Nev.

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KHON, Honolulu, Hawaii
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World Today
CJOR, Vancouver, B.C., Can.

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DABECCO, HENRY
6:15 P.M. News
WJAS, Pittsburgh, Pa.
DAFOE, LLOYD
Hamilton Headlines
CHML, Hamilton, Canada
DALTON, KENNETH G.
990 Commentator
WBET, AM & FM, Brockton, Mass.
DALY, JOHN
John Daly News
WJZ-TV, New York, N. Y.
ABC
DANES, SPENCER
WKBV, Richmond, Ind.
DARBY, VAN B.
Local News
WWYO, Pineville, W. Va.
DAUGHTON, RALPH
WCAV, Norfolk, Va.
DAVIS, ELMER
ABC
DAVIS, REX
KMOX, St. Louis, Mo.
DAY, CHARLES
Charles Day's News, 6:00 P.M. News
WGAR, Cleveland, Ohio
DAY, JOHN
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WHDH, Boston, Mass.
DEBNAM, W. E.
Debnam Views The News
WPTF, Raleigh, N. C.
DECKER, BEN
WIRK, W. Palm Beach, Fla.
DEEGAN, JOHNNY
Special Events & Newscaster
WHUM, Reading, Pa.
DENMAN, JOHN
WJR, Detroit, Mich.
DEVINE, MAURICE
Commentary of the Day's News
WERI, Westerly, R. I.
DINNEEN, JOSEPH
What Goes On There
WHEE, Boston, Mass.
DIX, JACK
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WHSY, Hattiesburg, Miss.
DOOLEY, JACK
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WMAQ, Chicago, Ill.
WNBQ, Chicago, Il.
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WTWN, St. Johnsbury, Vt.
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CKNW, New Westminster, B.C., Canada
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KSIL, Silver City, New Mexico
DUQUESNE, ALBERT
CKAC, Montreal, Canada
DUVALL, BUDD
KAYL, Storm Lake, Iowa
DWORSKAK, GEORGE
Notes On St. Albans
WWSR, St. Albans, Vt.

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KPAC, Port Arthur, Texas
EASTMAN, BOB
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KOMA, Oklahoma City, Okla.
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EDWARDS, DOUGLAS
Douglas Edwards And The News
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EDWARDS, ROSS
W. Va. News
WCHS, Charleston, W. Va.
EICKMEYER, ROBERT
Voice Of The Tri-State Press
WTAD, Quincy, Ill.
EID, LEIF
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WNBW,, Washinton, D. C.
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ELLIOT, IAN A.
News & Views
KRJF, Miles City, Mont.
ELLIOT, PAUL
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WKNK, Muskegon, Mich.
ENGLE, CLIFF
KFRC, San Francisco, Calif.
ERICKSON, ROGER
Noon News
WSHB, Stillwater, Minn.
ERIN, BILL
KLER, Rochester, Minn.
ERWIN, JOHN R.
Mid-Morn. News
KOKX, Keokuk, Iowa
EVANS, RALPH
Nite Desk
KBMM, Bozeman, Mont.
EVERSOLE, JACK
Daily Review
WKAY, Glastow, Ky.
EVJUE, WM. T.
WEMP, Milwaukee, Wis.

— F —

FACENDA, JOHN
4:30 News; 6:40 News; Bulldog Edition; Night Extra
WIP, Philadelphia, Pa.
FAHEY, JOHN
KGA, Spokane, Wash.
FAIRBURN, T. J.
Noontime News
WLDS, Jacksonville, Ill.
FALGE, C. J.
Falge News
WLDY, Ladysmith, Wis.
FALK, EDWIN L.
KWWL, Waterloo, Iowa
FANCHER, K. L.
KPDN, Pampa, Texas
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WAFM-TV, Birmingham, Ala.
FELSHER, ARNOLD
WBVP, Beaver Falls, Pa.
FERGUSON, JOHN
WAFB, Baton Rouge, La.
FERNE, ROBERT
KITE, San Antonio, Texas
FINCH, HOWARD
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WJIM, Lansing, Mich.
FIRMAN, JAMES H.
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WMOK, Metropolis, Ill.
FLAHERTY, PAT
News Bulletins
KPRC-TV, Houston, Texas
FLANDERS, DOROTHY
Social Notes
KIMO, Independence, Mo.
FLEMING, JAMES
Voices And Events
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FOGARTY, JACK
WCPO, WCPO-TV, Cincinnati, Ohio
FORBES, E. GILBERT
Forbes News
WFBM, WFBM-TV, Indianapolis, Ind.
FOSTER, CEDRIC
MBS
FOX, BILL
WPTW, Piqua, Ohio
FRAKER, WILLIAM
WRHC, Jacksonville, Fla.
FRANCES, AL
WHBC, Canton, Ohio
FRANK, BOB
WOC - WOC - TV, Davenport, Iowa
FRANKLIN, JOHN
News With John Franklin
KYW, Philadelphia, Pa.
FRANKLIN, WATTS
WIEL, Elizabethtown, Ky.
FRASER, GORDON
ABC
FREDERICK, PUALINE
ABC
FREEMAN, DOUGLAS S. DR.
WRNL, Richmond, Va.
FRIEDRICK, FRANK
WWOL, Buffalo, N. Y.
FRIESEN, J. P.
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CKPR, Fort William, Ont., Canada
FROMKE, RICH
U.N. Today & World Report
KTIN, Denver, Colo.
FROMME, CALEN
WBAL, WBAL-TV, Baltimore, Md.

— G —

GAFFANEY, L. L.
Week's Review
KOLS, Pryor, Okla.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALLIFORD, WALTER
WSAP, Portsmouth, Va.
GALLOWAY, GRAHAM
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GALVIN, HAROLD
WPFB, Middletown, Ohio
GARDINER, DON
ABC
GARDNER, HI
MBS

GARRED, BOB
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GARRETT, WALLY
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CKNW, New Westminster, B. C., Canada
GARRETSON, JOSEPH
Joseph Garretson & The News
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GILKERSON, YANK
News Roundup
WDSU-TV, New Orleans, La.
GINGELL, GEORGE
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WRBL, Columbus, Ga.
GIVNEY, JOHN J.
John Givney & The News
WTRY, Troy, N. Y.
GLADDING, AL
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GLEASON, JOHN H.
WIMS, Michigan City, Ind.

GODDARD, DON
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GODON, DICK
News Headlines
KHQ, Spokane, Wash.
GODWIN, EARL
Earl Godwin's Washington
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GOLDEN, SID
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WBNS, Columbus, Ohio
GOODE, MICHAEL J.
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WNHC, New Haven, Conn.
GRACIANI, ANGEL RIVERA
WORA, Mayaguez, P. R.
GRAHAM, GORDON
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GRANT, LEE
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GREEN, H. E.
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GREENE, LORNE
Around The World In News
CKEY, Toronto, Ont., Canada
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WFGM, Fitchburg, Mass.

GREER, BEN
Evening Edition
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WOC, WOC-TV, Davenport, Ia.
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KVMC, Colorado City, Texas
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Pioneer Valley Community News
WJKO, Springfield, Mass.
GUTHRIE, WARREN
Sohio Reporter
WXEL, Cleveland, Ohio

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HAEBERLE, FLORENCE
Shelburne Falls News
WHAI, Greenfield, Mass.

WALTER KIERNAN
ABC
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DUMONT-TV
MILFORD, CONN. Milford 2-4239

JOHN CAMERON SWAYZE
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HAINLINE, JOSEPH
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KREL, Baytown, Texas
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WENR, WENR-TV, Chicago, Ill.
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HEFFRON, NORM
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HEMANN, CHARLES
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HENDRY, JOHN
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KSEK, Pittsburg, Kans.
HENLE, RAY
Sunoco Three-Star Extra
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Program Director
KFGO, Fargo, N. D.
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Arr'd News Roundup
WHLB, Virginia, Minn.

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HERSON, BILL
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HINDERER, STEVE
WLAP, Lexington, Ky.
HINES, ALBERT
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WEKR, Fayetteville, Tenn.
HINES, LINDLEY
Night News Editor
KMOX, St. Louis, Mo.
HINKLE, CHUCK
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HINKLE, T. B.
KRAM, Las Vegas, Nevada
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Voice of People
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WJPD, Ishpeming, Mich.
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WHAM, Rochester, N. Y.
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WATN, Watertown, N. Y.

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HOWARD, BRUCE A.
News Commentary
CKOK, Penticton, B. C., Can.
HOWELL, REX
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CKCH, Hull, Que., Canada
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Kentucky Review
WKCT, Bowling Green, Ky.
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Gangway Reporter
CKNW, New Westminster, B. C., Canada
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KPAS, Banning, Calif.
HUMPHERYS, BOB
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HURLEIGH, R. F.
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WGN, Chicago, Ill.
HURLEY, JIM
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KVLF, Alpine, Texas
HUSTLER, WILLIAM
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CFAC, Calgary, Alberta, Can.
HUTCHINS, HAROLD
Neighborhood Newsreel
WWNH, Rochester, N. H.

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IDAR, ED
KTXN, Austin, Texas
IZZARD, WESLEY S.
News Review
KGNC, Amarillo, Texas

— J —

JACKSON, ALLAN
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WHHM, Memphis, Tenn.
JAMES, JOHN
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WMCK, McKeesport, Pa.
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KRAM, Las Vegas, Nevada
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Spotlight Reporter
WSOC, Charlotte, N. C.
JESSEE, RANDALL
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WDAF-TV, Kansas City, Mo.
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JONES, ARTHUR
Jones Views The News
WFOX, Milwaukee, Wis.

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WHHM, Memphis, Tenn.
JONES, FOREST C.
You & Your Congress
WJRI, Lenoir, N. C.
JONES, ORLAN
Trinity Valley
News Review
KREL, Baytown, Texas
JORDAN, HARRY
(5 Minutes of News Every Hour On The Hour)
KING, Seattle, Wash.
JOSEPH, MICHAEL
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WTNS, Coshocton, Ohio
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Inform. Francaises
CKBL, Matane, Que., Canada
JOYCE, BILL
WJTN, Jamestown, N. Y.
JOYCE, JOHNNY
Noonday News
WPAQ, Mt. Airy, N. C.

— K —

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KALTENBORN, H. V.
Kaltenborn Edits The News
Pure Oil News Time
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KESSLER, DAVID E.
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KIERNAN, WALTER
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KILLICK, LAWRENCE F.
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WBPZ, Lock Haven, Pa.
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WEAV, Plattsburg, N. Y.
KING, MARY B.
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WENR, WENR-TV, Chicago, Ill.
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WBTV, Charlotte, N. C.
KLISE, ROD
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KHQ, Spokane, Wash.
KNELL, JACK
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WBT, Charlotte, N. C.
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KOGAN, JACK
KRAM, Las Vegas, Nevada
KRAFT, RANDY
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WCAU, Philadelphia, Pa.
KRAHLING, ROBERT
WHBC, Canton, Ohio
KREGELOH, HUBERT
Understand The Peace
WSPR, Springfield, Mass.
KRUEGER, BILL
News Editor
KDAL, Duluth, Minn.
KRUPP, ROGER
Newscast
WDGY, Minneapolis, Minn.

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LAND, ALLAN
WHIZ, Zanesville, Ohio
LANGFITT, MERRILL
RFD 960
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LANSING, GERRY
5-Star Final
KPRC-TV, Houston, Texas
LAPLANTE, J. OMER
WIRY, Plattsburg, N. Y.
LARKIN, JACK
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WLIN, Merrill, Wis.
LARSEN, WHITEY
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KNET, Palestine, Texas
LAWRENCE, DAVID
NBC
LECIUS, EDWARD
Voice of Community
WOTW, Nashua, N. H.
LEE, LYLE
WLOK, Lima, Ohio
LEHMAN, PAUL S.
Paul S. Lehman News
WKVA, Lewistown, Pa.
LENHART, PHIL
WAKR, Akron, Ohio
LEOPOLD, DAVE
WEBR, Buffalo, N. Y.
LESUEUR, LARRY
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LEWIS, FULTON, JR.
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LOHMAN, PHILIP H.
An Economist Views The News
WJOY, Burlington, Vt.
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WBNS-TV, Columbus, Ohio
Gas Co. News
WBNS, Columbus, Ohio
LONG, MARCUS DR.
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CKFH, Toronto, Ont., Canada
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CHML, Hamilton, Canada
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KSAM, Huntsville, Texas
LOUGHNANE, DONALD
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KXLA, Pasadena, Calif.
LYNOTT, EDWARD
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WJON, St. Cloud, Minn.

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McARTHUR, WILLIAM
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WOCB, W. Yarmouth, Mass.
McBEE, KEITH
WBAL-TV, Baltimore, Md.
McBRIDE, MARY MARGARET
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McCANN, DICK
KRON, Omaha, Nebr.
McCARTHY, CHARLES F.
WNBC, New York, N. Y.
McCARTHY, TOM
WKRC, Cincinnati, Ohio
McCORMICK, ROBERT
NBC
McDONALD, JOSEPH
WLBR, Lebanon, Pa.
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WEDO, McKeesport, Pa.
McGEE, BILL
CKCR, Kitchener, Ont., Can.
McGIBENY, DONALD
KSO, Des Moines, Iowa
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KXRN, Renton, Wash.
McGOVERN, JAMES
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WDGY, Minneapolis, Minn.
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KSL-TV, Salt Lake City, Utah
McINTYRE, JIM
Kentuckiana News
WINN, Louisville, Ky.
McLAREN, J. G.
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WLYN, Lynn, Mass.
McLEAN, JACK
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WJPS, Evansville, Ind.
McLEAN, JACK
WXRA, Buffalo, N. Y.
McMILLEN, GENE
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McMURRAY, SCOTT
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WSTV, Steubenville, Ohio
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KMO, Tacoma, Wash.
McWHORTER, DON
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Luck In Sports
WBLK, Clarksburg, W. Va.

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WIRK, W. Palm Beach, Fla.
MACK, AL
Negro In The World Today
WHBI, Newark, N. J.
MALLOY, PAUL
News' Lighter Side
KTUL, Tulsa, Okla.

MALONE, TED
ABC

MANESS, FRED
WINS, New York, N Y.
MARBLE, HARRY
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MARK, JOHN
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KFOR, Lincoln, Nebr.
MARKEL, HAZEL
MBS
MARKS, GARNET
Fashion News
KUTA, Salt Lake City, Utah
MARR, DALE
WKMH, Dearborn, Mich.

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WABD, New York, N. Y.

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KWTX, Waco, Texas
MARTIN, JIM
Sports Editor
WDYK, Cumberland, Md.
MARTIN, JIM
Jim Martin And The News
WGAR, Cleveland, Ohio
MARTIN, LARRY
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CHUM, Toronto, Ont., Can.
MARTIN, LUTHER W.
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KTTR, Rolla, Mo.
MARTIN, MILLIE
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WEIR, Weirton, W. Va.
MARTIN, N. R.
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WFNC, Fayetteville, N. C.
MARTYN, GILBERT
KTLA Newsreel
Final Edition
KTLA, Los Angeles, Calif.
MASON, JESS
The Country Editor
KGW, Portland, Oregon
MASON, WALTER J.
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WPAR, Parkersburg, W. Va.
MATLOCK, STAN
WKRC, Cincinnati, Ohio
MEALY, TOM
WTTN, Watertown, Wis.
MEIER, EVANS
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WJAG, Norfolk, Nebr.
MELTON, FRANKLIN
WDXI, Jackson, Tenn.
MELTON, ORRIN
KSOO, Sioux Falls, S. Dak.
MEYER, ED
WDYK, Cumberland, Md.
MICHAEL, DON
WMIX, Mt. Vernon, Ill.
MILLER, NOAH
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The Bedford Story
WBIW, Bedford, Ind.
MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.
MIREUR, THOMAS J.
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KBOR, Brownsville, Texas
MITCHELL, WALTER
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WADE, Wadesboro, N. C.
MITTEN, WILLIAM F.
WCCM, Lawrence, Mass.
MONROE, BILL
WDSU-TV Reports
WDSU-TV, New Orleans, La.
MONTGOMERY, DEAN
Voice Of The People
KELO, Sioux Falls, S. Dak.
MORALES, ARTURO
Int'l. Panorama
WIPR, San Juan, P. R.
MORAWSKI, IGNACE
WLIB, New York, N. Y.
MORGAN, MURRAY
Tacoma Report
KTBI, Tacoma, Wash.
MORGAN, ROY E.
Special Events
WILK, Wilkes-Barre, Pa.
MORGAN, THOMAS P.
WOV, New York, N. Y.
MORRISON, HERB
KQV, Pittsburgh, Pa.
MORRISON, WILLIAM
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Spotlight Reporter
WESC, Greenville, S. C.
MULCAHY, HENRY
Lowell News of The Night
WOTW, Nashua, N. H.
MUNGHAM, DICK
CKBB, Barrie, Ont., Canada
MUNSON, CHESTER
WEAB, Greer, S. C.
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MURROW, EDWARD R.
Edward R. Murrow With The News
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See It Now
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NAHAS, FRED
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NEIL, JACK
KTRM, Beaumont, Texas
NELSEN, M. L.
WHO, Des Moines, Iowa
NELSON, BOB
WBBZ, Ponca City, Okla.
NELSON, ROBERT C.
Shell News
WTUZ, Green Bay, Wis.
NELSON, TED
Noon News Review
KVER, Albuquerque, N. Mex.
NICHOLS, LES
MBS
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WIRY, Plattsburg, N. Y.
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KIBL, Beeville, Texas
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KNET, Palestine, Texas
NUNN, BILL
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WCHV, Charlottesville, Va.
NUNN, VERNON
News At Midday
WVMC, Mt. Carmel, Ill.

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OBERLIN, RICHARD
WHAS-TV, Louisville, Ky.
O'BRIEN, LEO
The News & You
WRGB, Schenectady, N. Y.
O'BRIEN, TOM
Matter of Fact
KHBC, Hilo, Hawaii
O'CONNELL, TERRY
CKCR, Kitchener, Ont., Can.
O'CONNOR, GEORGE
City Desk
WINR, Binghamton, N. Y.
O'CONNOR, LEN
WMAQ, Chicago, Ill.
O'CONNOR, LEONARD
WNBQ, Chicago, Ill.
O'DELL, TERENCE
CKLW, Detroit, Mich.
ODSON, ROBERT L.
WMOH, Hamilton, Ohio
ONCKEN, E. J.
Nevada News Digest
KENO, Las Vegas, Nevada
OSGOOD, DICK
WXYZ, Detroit, Mich.
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WCPO, Cincinnati, Ohio
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WCPO-TV, Cincinnati, Ohio
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KMUS, Muskogee, Okla.
OWENS, RAYMOND
Today's News
WFBL, Syracuse, N. Y.

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PARKER, CHARLES
Background
WLW, Cincinnati, Ohio
PARKER, JACK
Town Crier
WSAM, Saginaw, Mich.
PARKER, LAURENCE M.
KRES, St. Joseph, Mo.
PARKER, PAUL
Breakfast Headlines
WGNI, Wilmington, N. C.

PARSONS, LOUELLA
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PAULE, VERNE
Evansville Story
WJPS, Evansville, Ind.
PEARSON, DREW
ABC
PEARSON, LEON
World News Roundup
NBC
PEDACE, JAMES V.
Around The Town
WICH, Norwich, Conn.
PEELE, HERBERT
WGAI, Elizabeth City, N. C.
PEMBERTON, FRED
Overseas Reporter
CKSF, Cornwall, Ont., Can.
PENFIELD, ADD
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WIS, Columbia, S. C.
PENNER, RAY
WCAV, Norfolk, Va.
PENWELL, NORM
Under The Dome
KBMN, Bozeman, Mont.
PEPPER, BILL
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WRNS-TV, Columbus, Ohio
PERRIN, KEYES
590 Covers The News
WROW, Albany, N. Y.
PETERSON, DREXEL
KVFD, Fort Dodge, Iowa
PETERSON, ELMER
Elmer Peterson And News
KNBH, Hollywood, Calif.
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WLAV, Grand Rapids, Mich.

PETERSON, JIM
KALL, Salt Lake City, Utah
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WMUR, Manchester, N. H.
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KXEL, Waterloo, Iowa
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John Price News
WKAT, Miami Beach, Fla.

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CFJR, Brockville, Ont., Can.
RALEIGH, JOHN
WCAU, Philadelpha, Pa.
RAMOS, RALPH
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KFDM, Beaumont, Texas
RANDALL, JIM
KFSB, Joplin, Mo.
RANDALL, PORTER
KFJZ, Fort Worth, Texas
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WABD, New York, N. Y.
RASH, BRYSON
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CFRB, Toronto, Ont., Can.
REID, PAUL
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WMEX, Boston, Mass.
REUSS, REV. BASIL
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WBAY, Green Bay, Wis.
REX, JOE
WLOK, Lima, Ohio
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KITE, San Antonio, Texas
RICHARDSON, COL. W. F.
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WPCF, Panama City, Fla.
RICHMOND, FRAN
Avisco News
WMGW, Meadville, Pa.
RIDENOUR, GORDON M.
WELM, Elmira, N. Y.
RIEHL, ALLAN
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WOKZ, Alton, Ill.
RIGGS, TED
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RIVAS, ROGELIO RAMOS
Mirando El Mundo
WPRP, Ponce, Puerto Rico
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KXYZ, Houston, Texas
ROBERTS, CLETE
KLAC-TV, Los Angeles, Calif.
ROBERTS, DAVID L.
Roberts Previews The News
WVET, Rochester, N. Y.
ROBERTS, PETER
News
NBC, NBC-TV
ROBINSON, CALVIN
WOOD, Lynchburg, Va.
ROBINSON, STAN
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WTNS, Coshocton, Ohio
RODDY, JIM
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WEAV, Plattsburgh, N. Y.
ROGERS, JACK
KBRO, Bremerton, Wash.
ROGERS, JACK
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KBRL, McCook, Nebraska
ROMANO, TOM
WNHC TV News
WNHC-TV, New Haven, Conn.
ROSS, JACK
WHAM, Rochester, N. Y.
ROUSSEAU, BEE
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WMOU, Berlin, N. H.
ROWL, DICK
KSFA, Nacogdoches, Texas
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WPTW, Piqua, Ohio
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ST. GEORGE, DORIAN
Nightcap News
WJZ-TV, New York, N. Y.
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Natl. Editor
WLIO, East Liverpool, Ohio
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CKOC, Hamilton, Canada
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CFCF, Montreal, Que., Can.
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KSOO, Sioux Falls, S. Dak.
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KWRN, Reno, Nevada
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Stuckenrath & The News
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WJIM, Lansing, Mich.
SUGAR DADDY
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WBCO, Birmingham-Bessemer, Ala.
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KALL, Salt Lake City, Utah
SUMMERS, SCOTT
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WNAO, Raleigh, N. C.

SWAYZE, JOHN CAMERON
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Gladys Swift
WHGB, Harrisburg, Pa.

SYLVESTER, BOB
Today's View On Today's News
KSVC, Richfield, Utah

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Community Reporter
WGAY, Silver Spring, Md.
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Report To Trenton
WTTM, Trenton, N. J.
TAYLOR, HENRY J.
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TAYLOR, PAUL
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KYW, Philadelphia, Pa.
TAYLOR, VESTAL C.
Editorially Speaking
WFNC, Fayetteville, N. C.
TEMBY, BRITT
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TEMPLE, ALVIS H.
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WMBR-TV, Jacksonville, Fla.
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CBS
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WBGR, Jesup, Ga.
THOMAS, W. J.
News & Comment
WCPA, Clearfield, Pa.
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KFYO, Lubbock, Texas
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WBGR, Jesup, Ga.
THOMPSON, RAY
KROC, Rochester, Minn.
THOMPSON, TED
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WNAR, Norristown, Pa.
THOMSEN, CHRISTIE
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WBEL, Beloit, Wis.
THOMSEN, JACK
KROS, Clinton, Iowa
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WSVA, Harrisonburg, Va.
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WENE, Binghamton-Endicott, N. Y.
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KTAN, Sherman, Texas
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WARA, Attleboro, Mass.

TOTTEN, HAL
Tri-State News & Commentary
KOKX, Keokuk, Iowa
TRAP, ROBERT J.
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WFUR, Grand Rapids, Mich.
TRAVIS, EDWARD C.
WGH, Newport News, Va.
TRETHEWEY, J. V.
CFPL, London, Ontario, Can.
TRIMBOLI, JOSEPH
WTTS, Bloomington, Ind.
TRIPP, BOB
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WFAA, Dallas, Texas
TROUT, ROBERT
World News With Robert Trout
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Who Said That?
NBC-TV
TRUE, HAROLD
News By True
WWJ, Detroit, Mich.
TULLYN, PETE
The Maine Scene
WRDO, Augusta, Maine
TURNER, ULMER
Behind The Headlines
Ulmer Turner & The News
WBKB, Chicago, Ill.

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Uebelhart & The News
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UTLEY, CLIFTON
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NBC
WNBQ, WMAQ, Chicago, Ill.

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Red Top Headliner
WAJR, Morgantown, W. Va.
VAN DE CAR, HAROLD M.
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WSNY, Schenectady, N. Y.
VANDERCOOK
KSFA, Nacogdoches, Texas
VARNUM, GEORGE
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WPIT, Pittsburgh, Pa.
VICK, DICK
KGEZ, Kalispell, Mont.
VIDNOVIC, SAM
Scholastic News
WMCK, McKeesport, Pa.
VINROOT, FRED
News Analysis
WGIV, Charlotte, N. C.
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John Von Bergen & The News
WARM, Scranton, Pa.
VON LEUWEN, KARL
Noon News Round-Up
KRIC, Beaumont, Texas

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CKLB, Oshawa, Ont., Canada
WALKER, DANTON
MBS
WALLACE, BILL
The People Speak
WREB, Holyoke, Mass.

WALLACE, EDWARD R.
News
WNBK, Cleveland, Ohio

WALSH, FRANK J.
News Editor
WBCM, Bay City, Mich.

WANTACH, J.
WWOL, Buffalo, N. Y.

WARNER, ALBERT
Sunoco Three-Star Extra
NBC

WARREN, BOB
News
NBC

WARREN, C. V.
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First Edition
KEX, Portland, Oregon

WASS, BOB
WERE, Cleveland, Ohio

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KSIM, Silkeston, Mo.

WATSON, BROOKS
WMBD, Peoria, Ill.

WAYMAN, KEN
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KFOR, Lincoln, Nebr.

WEATHERWAX, BEN K.
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KBKW, Aberdeen, Wash.

WEAVER, HANK
ABC

WECKERLE, JOE
WMOH, Hamilton, Ohio

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WKBV, Richmond, Ind.

WHEELER, MARSHA
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WSAI, Cincinnati, Ohio

WHEELER, ROBERT J.
WHOL, Allentown, Pa.

WHITAKER, JIM
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WWVA, Wheeling, W. Va.

WHITE, HYLAND
WLBR, Lebanon, Pa.

WHITE, TOM
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WBAL-TV, Baltimore, Md.

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WARA, Attleboro, Mass.

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WADC, Akron, Ohio

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WINGATE, JOHN
News Today
WOR-TV, New York, N. Y.

WISEMAN, CLYDE
Jersey Farm Hr.
WOKZ, Alton, Ill.

WITMAN, SHEPERD L.
Today's Top Story
WXEL, Cleveland, Ohio

WOOD, EARL
WHAM-TV, Rochester, N. Y.

WOODS, BILL
KWBU, Corpus Christi, Texas

WORKMAN, W. D., JR.
Carolina Digest
WIS, Columbia, S. C.

WORKHOVEN, MERRILL
WOW, WOW-TV, Omaha, Nebr.

WUNSCH, HAROLD
This Week In The Copper City
WKAL, Rome, N. Y.

— Y —

YATES, CARL
Bowling Reporter
WACB, Kittanning, Pa.

YOUNG, GEORGE
WIBC, Indianapolis, Ind.

— Z —

ZAIMES, CHARLEY
WALL, Middletown, N. Y.

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

ZURICH, SAM
WBTV News
WBTV, Charlotte, N. C.

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☆

— A —

ABBOTT, BOB
1480 Club

ACKERMAN, EARL
Radio Rhythm Ranch
KDIX, Dickinson, No. Dak.

ADAMS, "CHUCK"
Sunrise Salute
WTAN, Clearwater, Fla.

ADAMS, JOE
Negro Disc Jockey
KOWL, Santa Monica, Calif.

ADAMS, ROBERT
1230 Club
WBSM, New Bedford, Mass.

AKER, DICK
1400 Club
KDWT, Stamford, Texas

ALBERGHINI, HAROLD
Down On The Farm
WCOU, Lewiston, Maine

ALCALA, ED
1940 Frolic
KAFP, Petaluma, Calif.

ALDRIDGE, RAY
Big Ray-Western
KGYW, Vallejo, Calif.

ALEXANDER, KURT
Roll Jordan
WEAS, Atlanta-Decatur, Ga.

ALFORD, DICK
Strollin with Alford
KXLR, Little Rock, Ark.

ALLAN, FRANK
The Ole Rounder
WEAV, Plattsburg, N. Y.

ALLARD, BOB
Rhapsody In Rhythm
KSDN, Aberdeen, S. D.

ALLDAY, JAMES
WJBB, Haleyville, Ala.

ALLEN, AL
NF's Jive Till Five
KXLR, Little Rock, Ark.

ALLEN, BILL
Designs In Melody
WHTC, Holland, Mich.

ALLEN, BOB
"RFD Request"
WJAY, Mullins, S. C.

ALLEN, CHARLES
Old Timer
WUSN, Charleston, S. C.

ALLEN, JERRY
Words N Wax
WKAN, Kankakee, Ill.

ALLEN, LEN
Dawnbusters
KLO, Ogden, Utah

ALLEN, LLOYD
Morning Melodies
KGIW, Alamosa, Colo.

ALLEN, PAUL
Paul's Perch
CKOY, Ottawa, Ont., Canada

ALLEN, TOMMY
Variety Store
KOMA, Okla. City, Okla.

ALLEN, WAYNE
950 Club
KSEL, Lubbock, Texas

ALLISON, DALE
KBNZ, La Junta, Colo.

ALLISON, STEVE
Steve Allison Show
WPEN, Philadelphia, Pa.

ALMERICO, TONY
Tony Almerico Show
WJMR, New Orleans, La.

ALTMAN, LEN
Happy Birthday
WSAR, Fall River, Mass.

ALTON, GENE
CJLS Yarmouth N. S. Canada

AMOS JOHN
Moods In Music
KAVL Lancaster, Calif.

AMSBERRY, BOB
Squirrel Cage
KEX, Portland, Oregon

ANDERSON, DON
Top of the Evening
WDAF, Kansas City, Mo.

ANDERSON, ERNIE
Caravan Of Music
Record Revue
WHIM, Providence, R. I.

ANDERSON, JOE
Swedish Disk Jockey
WQUA, Moline, Il.

ANDERSON, JOHN
Sunday Blues
WBAT, Marion, Ind.

ANDERSON, KIRK G.
Club 1240
WSSV, Petersburg, Va.

ANDERSON, MILTON
Clock Watchers
WJAS, Pittsburgh, Pa.

ANDERSON, ROY
Late Date
KOCA, Kilgore, Texas

ANDERSON, TOM
Night Special
WLDY, Ladysmith, Wis.

ANDREWS, DON
WSGW, Saginaw, Mich.

ANDREWS, GENE
Syncopated Sundial
WVEC, Hampton, Va.

ANDREWS, JOHN
Music In The Night
KTBB, Tyler, Texas

ANSON, BILL
Hollywood Bandstand
KFWB, Hollywood, Calif.

ANSBRO, GEORGE
Manhattan Maharajah
ABC

ANTHONY, BOB
The Tulsa Ballroom
KRMG, Tulsa, Okla.

ARANZAMENDI, FRANCISCO
910 Club
WPRP, Puerto Rico

ARBUCKLE, BRYANT
Clock Spinner
KURV, Edinburg, Texas

ARIM, TOM
WSTV, Steubenville, Ohio

ARMBRISTER, RANDY
Western Star Time
WYVE, Wytheville, Va.

ARMEY, JOE
Saturday Nite Record Party
KWIL, Albany, Oregon

ARNOLD, CHARLES
Yawn Patrol
WAFB, Baton Rouge, La.

ARNOLD, DONALD
WNAE, Warren, Pa.

ARNOTT, P.
KNUJ, New Ulm, Minn.

ARO, BOBBY
Coffee Club
WHLB, Virginia, Minn.

ARROL, IAN
Dinner Bell
CFCN, Calgary, Alberta, Can.

ARTER, MALCUM
You Name It
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.

ASHTON, KEITH
Moondial
KALL, Salt Lake City, Utah

ATKINSON, GORD
Words and Music
CHUM, Toronto, Ont., Canada

AUSTIN, DICK
CKCR, Kitchener, Ont., Can.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, RUSTY
WBUD, Morrisville, Pa.

AVILA, MANUEL
Mexico Canta (Mexican Pgm.)
KWBC, Ft. Worth, Texas

— B —

BABCOCK, BILL
Platter Party
WJAS, Pittsburgh, Pa.

BABCOCK, SAM
KFSB, Joplin, Mo.

BACKLIN, JIM
KCJB, Minot, N. Dak.

BACON, BOB
Bacon For Breakfast
Rhythm And Rhyme
WBRE, Wilkes-Barre, Pa.

BAER, MAX
Max Baer Show
KFBK, Sacramento, Calif.

BAILEY, JIM
1240 Jukebox
KRDU, Dinuba, Calif.

BAILEY, JIM
I Dee Clare
WCEN, Mt. Pleasant, Mich.

BAILEY, WILLIAM D.
Pop Shop
WFLB, Fagetteville, N. C.

BAINTER, BILL
Just Released
KIT, Yakima, Wash.

BAKER, BILL
Hillbilly Jamboree
WEBQ, Harrisburg, Ill.

BAKER, BILL
560 Club
WMIK, Middleboro, Ky.

BAKER, DEAN
550 Roundup
KCRS, Midland, Texas

BAKER, DICK
WGN, Chicago, Ill.

BAKER, FRANK
House Party
WALA, Mobile, Ala.

BAKER, GEORGE
By George
WESA, Charleroi, Pa.

BAKER, JAMES
Coffee Caravan
KBWD, Brownwood, Texas

BAKER, JOE
Nighthawk
WATG, Ashland, Ohio

BAKER, PAUL
Club 800
WLAD, Danbury, Conn.

BAKKE, HAL
Talkin of Tunes
KLIF, Dallas, Texas

BALCH, BILL
Dawnbuster
WKYB, Paducah, Ky.

BALDWIN, TOM
WIEL, Elizabethtown, Ky.

BALE, NORMAN
900 Club
KALT, Atlanta, Texas

BALLARD, GEORGE
Dancing Party
WJHL, Johnson City, Tenn.

BALTZER, LARRY
Please Play
KHUZ, Borger, Texas

BANAS, CARL
Wax, Wit & Weather
CJOY, Guelph, Ont., Canada

BANFIELD, BOB
Sunrise Serenade
WEIR, Weirton, W. Va.

BANKS, BILL
Bill's Bull
KSPT, Sandpoint, Idaho

BANKS, LEW
Lunchtime Hillbilly Parade
WJIV, Savannah, Ga.

BARAN, HENRY
Designs For Dancing
WVEC, Hampton, Va.

BARBER, DON
Today's Top Five
WGBS, Miami, Fla.

BARGER, DAREL
WEAR, Pensacola, Fla.

BARKLEY, JIM
News & Music From The Boys
KSUM, Fairmont, Minn.

BARLOW, JAY
WHIN, Harlan

BARNETT, DON
Don's Dance Date
KENI, Anchorage, Alaska

BARR, DWIGHT
Teen Time Tunes
WLBC, Muncie, Ind.

BARRETT, DICK
Sunset Serenade
CJOY, Guelph, Ont., Canada

BARRON, LEE
Hello Beautiful
KSWI, Council Bluffs, Iowa

BARRY, GENE
Barry-Go-Round
Swing With Wing
WING, Dayton, Ohio

BARRY, JACK
Jack Barry Show
WKAT, Miami Beach, Fla.

BARRY, JOHN
WTTM, Trenton, N. J.

BARRY, NICK
Tip Top Tunes
WCMW, Canton, Ohio

BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.

BARTHEL, BURR
Club 1090
KING, Seattle, Wash.

BARTLETT, RAY
Groovie's Boogie
KWKH, Shreveport, La.

BARTON, HAL
Syncopation Time
WTAD, Quincy, Ill.

BARTON, JOHN
WHOW, Clinton, Ill.

BARUCH, ANDRE
WNBC, New York, N. Y.

BARUTH, JACK
WGVM, Greenville, Miss.

BASEHORE, JOHN
John Basehore Show
WGET, Gettysburg, Pa.

BASH, OTTO
Jump School
WHOP, Hopkinsville, Ky.

BATEMAN, DOUGLAS
Pleasure, Inc.
WLIO, East Liverpool, Ohio

BATEY, HUGH
Music 'Til Midnight
WPDQ, Jacksonville, Fla.

BATTERS, CHARLES
Batters Platters
WRC, Washington, D. C.

BAUER, RUSS
Alarm Clock Club
County Party Line
KJFJ, Webster City, Iowa

BAUM, HARRY
Request Party
WSSB., Durham, N. C.

BAUMGART, RED
1240 Club
KRAL, Rawlins, Wyo.

BAXTER, GORDON
Baxter's Garden
KPAC, Port Arthur, Texas

DAVE
MILLER

ANNOUNCER
DISC JOCKEY

CIrcle 6-9208

BEACH, DICK
Wax Works
WICA, Ashtabula, Ohio
BEARD, SAM
Sam Beard Show
WPTF, Raleigh, N. C.
BEARDSLEY, BASIL
Polka Time
WJER, Dover, Ohio
BEASLEY, BUZZ
Man On The Beat
WUST, Bethesda, Md.
BEAULIEU, ROBERT
Music For Days
CJEM, Edmundston, N. B., Canada
BEAUMONT, JOE
Hep Parade
WJAT, Swainsboro, Ga.
BEAUPRE, WALTER
Music For Folks Who Get Lonesome
WCOU, Lewiston, Maine
BECK, AL
Stamps For Shoppers
KXOL, Fort Worth, Texas
BECKER, HARRY L.
Morning Theater
KIMO, Independence, Mo.
BEECHER, DON
Music Unlimited
WJPS, Evansville, Ind.
BEECHAM, SIR THOMAS
WQXR, New York, N. Y.
BEGHOLD, KEN
Early Bird
WGBI, Scranton, Pa.
BEGIN, JEAN-PAUL
CHFA, Edmonton, Alberta, Canada
BEGUE, JOHN
John Begue Show
WTAX, Springfield, Ill.
BEINERT, TED
Sophisticated Swingtime
WIBV, Belleville I.
BELANGER, LOUIS
CKAC, Montreal, Canada
BELL, BOB
Suppertime Serenade
Music For Relaxation
WHKY, Hickory, N. C.
BELL, GABBY
Best by Request
WTNB, Birmingham, Ala.
BELMAN, DAVE
KNGS, Handford, Calif.
BENCE, BOB
Rise & Shine
KHJ, Los Angeles, Calif.
BENDER, TED
Hits & Headlines
KTSM, El Paso, Texas
BENNETT, LEN
Sat. Nite Jamboree
WNHC, New Haven, Conn.
BENNETT, RAY
Records With Ray
KGA, Spokane, Wash.
BENSON, BOB
Bob Benson Show
WBIZ, Eau Claire, Wis.
BENSON, DICK
RFD 630
WIRC, Hiekory, N. C.
BENSON, JERRY
Western Roundup
WGAT, Utica, N. Y.
BENUM, ARNOLD
Benum's Beanery
KITC, San Bernardino, Calif.
BERDAN, BIRD
960 Club
WEAV, Plattsburg, N. Y.
BERG, HAL
Clubtime
WILK, Wilkes-Barre, Pa.
BERLIN, PAUL
Dinner Date
Mission in Music
KNUZ, Houston, Texas
BERRY, BILL
Berry's Bandstand
WDBO, Orlando, Fla.
BERRY, BOB
Melody Time
WOTW, Nashua, N. H.
BERTRAND, BOB
Bob Bertrand Show
KIOA, Des Moines, Iowa
"BESS"
Siesta Session
WKBI, St. Marys, Pa.
BESSE, HARRY
Main Stem Derby
KSWI, Council Bluffs, Iowa
BEST, DOUG
Best on Wax
KFMB, San Diego, Calif.
BEWICK, DOUG
WSPR, Springfield, Mass.
Trading Post
BIDLE, JERRY
Alarm Clock Club
KBRS, Springdale, Ark.
BIGLEY, DAVE AS SUNRIVER DAVE
Melody Round-Up
KMON, Great Falls, Mont.
BILL, GLEN
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WTSP St. Petersburg Fla.

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BISHOP, EDDIE
Hillbilly Fever
WVMI, Biloxi, Miss.
BITTERMAN, JACK
Best On Wax
WABB, Mobile, Ala.
BLACK, ALAN
Polka Party
WPIT, Pittsburgh, Pa.
BLACK, JAY
Matinee With Jay
WDXI, Jackson, Tenn.
BLACK, JOHHNE
Great Day
KGB, San Diego, Calif.
BLACKMON, TEDDY
WJMO, Cleveland, Ohio
BLAIR, ED
WQXI, Atlanta, Ga.
BLAKE, ALIX
Stardreams
WABY, Albany, N. Y.
BLAKE, WIN
WKXL, Concord, N. H.
BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.
BLAND, SAM
WCEC, Rocky Mount, N. C.
BLEVINS, KEN
WTTH, Port Huron, Mich.
BLOCK, MARTIN
Make Believe Ballroom
WNEW, New York, N. Y.
BLONDAHL, OMAR
Breakfast With Omar
CFRN, Edmonton, Alberta, Canada
BLUM, GEORGE
Alarm Clock Club
KORN, Mitchell, South Dakota
BODNER, GEORGE
Melody Mill
WRFD, Worthington, Ohio
BOHACK, BILL
Band Box
WPAT, Paterson, N. J.
BOIVIN, JAY
1370 Streamliner
WFEA, Manchester, N. H.
BOLIN, ART
Swing Session
WARM, Scranton, Pa.
BOLLINGER, GENE
Musical ABC's
KCSJ, Pueblo, Colo.
BOLLINGER, JIM
JB Time, Parade Of Hits
WINN, Louisville, Ky.
BOLLWINKEL, CAL
Great Day Show
WHFB, Benton Harbor, Mich.
BONN, TED
The Ted Bonn Show
WKLV, Blackstone, Va.
BONNER, ED
St. Louis Ballroom
KXOK, St. Louis, Mo.
BOONE, JOE
Moonlight Melodies
WMVG, Middedgeville, Ga.
BORT, KEN
Snake River Stampede
KFXD, Nampa, Idaho
BOSTIC, JOE
Harlem Serenade
WLIB, New York, N. Y.
BOSWORTH, CHET
Alarm Clock
1340 Club
WIRY, Plattsburg, N. Y.
BOUCHIER, EUGENE P.
Bouchier's Backroom
KCOM, Sioux City, Iowa
BOULEY, BOB
Musical Grab Bab
WACE, Springfield-Chicopee, Mass.
BOWER, BOB
Music In The Nite
WTIP, Charleston, W. Va.
BOWSER, BILL
3-B Time
WFLB, Fayetteville, N. C.
BOWTON, DON
Musical Clock
WROK, Rockford, Ill.
BOYD, BILL
Music Of The Masters
KTXC, Big Spring, Texas
BOYD, JOHN
Showcase
WTOD, Toledo, Ohio

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WCHV, Charlottesville, Va.
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WCNT, Bandwagon
WCNT, Centralia, Ill.
BRADLEY, DICK
WQXR, New York, N. Y.
BRADLEY, DON
Fanfare
WKAN, Kankakee, Ill.
BRADLEY, MACK
Musical Spree
WQBC, Vicksburg, Miss.
BRADLEY, ROBERT E.
Bradley's Bandstand
KCOM, Sioux City, Iowa
BRADLEY, WES
Yawn Patrol, Melody Corner
KRDO, Colorado Springs, Colo.
BRADSHAW, TOM
550 Club
KOPR, Butte, Montana
BRALSON, WM.
WFPG, Atlantic City, N. J.
BRANCH, MARION
Free For All
KVAN, Vancouver, Wash.
BRANCH, NEAL
1240 Club
WBIR, Knoxville, Tenn.
BRANSON, BRUCE
Branson Show
KOH, Reno, Nevada
BRAY, BOB
Bob Bray Show
WINR, Binghamton, N. Y.
BRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.
BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.
BRENT, JOHN
CKNX, Wingham Ont., Canada
BRIEN, PEYTON
WJIG, Tullahoma, Tenn.
BRIENEN, DON
Record Party
WHSC, Hartsville, S. C.
BRINGER, ERNEST
Ernie "The Whip"
WMRY, New Orleans, La.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRISCOE, ROY
WSTV, Steubenville, Ohio
BRITTON, BILL
Bill Britton Show
WNLK, Norwalk, Conn.
BROCK, ART
Melody Matinee
KCOK, Tulare, Calif.
BROCK, RAY
Fox Club
WHBY, Appleton, Wis.
BRODE, BUDDY
Joke Box Jamboree
WNAR, Norristown, Pa.
BRODERS, SPANK
Platter Pantry
KCRG, Cedar Rapids, Iowa
BROKAW, C. W.
Your Request
KGIW, Alamosa, Colo.
BROMBERG, VERN
Melody Merchant
KCHA, Charles City, Iowa
BROOK, NAT
K'Mon Along & Listen
KMON, Great Falls, Mont.
BROOKS, FOSTER
Foster Brooks Show
WAVE, Louisville, Ky.
BROOKS, KEN
Off The Record
KWIL, Albany, Oregon
BROOKS, KIRBY
Kirby Brooks Show
WQAM, Miami, Fla.
BROWN, BERNARD
Sittin' In
WAPO, Chattanooga, Tenn.
BROWN, BILL
Sleepy Bill
WMSC, Columbia, S. C.
BROWN, BILL
AM 1230 Club
WNEB, Worcester, Mass.
BROWN, DOUGLAS
KNEL, Brady, Texas
BROWN, FRED
Skyway Serenade
WLOS, Asheville, N. C.
BROWN, GORMAN
Dinner Date
KKIN, Visalia, Calif.
BROWN, HONEY
WBCO, Birmingham-Bessemer, Ala.
BROWN, NELSON
WNLC, New London, Conn.
BROWN, PAUL
Morning Clock Wateher
KVMC, Colorado City, Texas
BROWN, PAUL
Housewife Special
WMGW, Meadville, Pa.

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Pen Brown Show
WTAG, Worcester, Mass.

BROWN, PHIL
Midnight Jamboree
WGBA, Columbus, Ga.

BROWN, RICHARD
Brown's Waxworks
WSNY, Schenectady, N. Y.

BROWN, SAM
Music Hall
WARL, Arlington, Va.

BROWN, TED
Ted Brown's Show
WMGM, New York, N. Y.

BROWN, WARREN
Warren Brown Show
KPQ, Wenatchee, Wash.

BROWNE, TOM
Platter Party
WMEV, Marion, Va.

BROWNELL, JIM
Brownell For Breakfast
WCEN, Mt. Pleasant, Mich.

BROWNELL, LARRY
Larry Brownell Show
WHHH, Warren, Ohio

BRUCE, RAMON
Snap Club
Ravin With Ramon
WHAT, Philadelphia, Pa.

BRUGGEMAN, VERN
KULA, Honolulu, Hawaii

BRUNS, GENE
Diggin
KWED, Seguin, Texas

BRUTON, BILL
Rhythm On The Range
KBMY, Billings, Mont.

BRYANT, AL
Polk Count Express
WSIR, Winter Haven, Fla.

BRYANT, FLOYD
Early Bird
KFXD, Nampa, Idaho

BRYANT, GEORGE
George Bryant Show
WSAI, Cincinnati, Ohio

BRYANT, KEN
Austin Radio Clock
KAUS, Austin, Minn.

BRYANT, WILLIE
WHOM, New York, N. Y.

BUCKLEY, NIEL
Requestfully Yours
WPFB, Middletown, Ohio

BUECHLER, JACK
Madison Top Tunes
Billboard Hit Parade
WKOW, Madison, Wis.

BUEHLMAN, CLINT
Musical Clock
WBEN, Buffalo, N. Y.

BUKER, NORMAN K.
Melody Matinee
WLAM, Lewiston, Maine

BULL, FRANK
America Dances
KFWB, Hollywood, Calif.

BULLINGTON, BILL
Melody Time
KREI, Farmington, Mo.

BURCH, BOB
KGHF, Pueblo, Colo.

BURFORD, WILLIAM R.
Morning On The Mahoning
WHHH, Warren, Ohio

BURGESS, FRANK
Request Performance
WHMA, Anniston, Alabama

BURGESS, RALPH
Breakfast With Burgess
WGBA, Columbus, Ga.

BURGESS, TOM
Saturday Matinee
WMSC, Columbia, S. C.

BURKA, BUD
The Daybreaker Matinee
WTIP, Charleston, W. Va.

BURKE, RAY
Late Date
WAIR, Winston-Salem, N. C.

BURLEY, DON
Teen Age Jamboree
WBBZ, Ponca City, Okla.

BURNE, AL
Turntable Terrace
WHEE, Boston, Mass.

BURNS, BILL
Club 560
WQAM, Miami, Fla.

BURNS, DARREL
Seven To Two
KXLE, Ellensburg, Wash.

BURNS, STAN
WPAT, Paterson, N. J.

BURT, GARLAND
1430 Club
WLAK, Lakeland, Fla.

BURTON, ROBERT
Breakfast With Burton
WEEK, Peoria, Ill.

BURWELL, TED
WCKB, Dunn, N. C.

BUSLEE, HENRY
Top O' The Morning
WISC, Madison, Wis.

ERNIE SIMON
5 Years as Curbstone Cut-Up — WBKB
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AP

BUTTERS, HARLEY
News And Music Till Midnight
WROK, Rockford, Ill.

— C —

CADWELL, CLYDE
Morning Call
KFVD, Los Angeles, Calif.
CAFFERTY, TOM
Roundup
KOH, Reno, Nevada
CALCOATE, GORDON
KIOX, Bay City, Texas
CALDWELL, LARRY
The Milkman
WPIC, Sharon, Pa.
CALLAGHAN, JOHN
WBEC, Pittsfield, Mass.
CAMB, BILL
Jury For Breakfast
The Bill Camb Show
WBBC, Flint, Mich.
CAMERON, DON
Make Believe Ballroom
CJAD, Montreal Quebec Can.
CAMERON, FRANK
Call To Breakfast
Hits For Mrs.
WHAV, Haverhill, Mass.
CAMPBELL, D.
Straight Review
CFOS, Owen Sound, Ont. Can.
CAMPBELL, DICK
Top Of The Morning
WDVA, Danville Va.
CAMPBELL, JACK
After Hours
KFBI, Wichita, Kans.
CAMPBELL, ROBERT
Club Time
WVMI, Biloxi, Miss.
CAMPEN, L. K.
Dancing Party
KYAK, Yakima, Wash.
CANAMAR, BUD
Hill Billy Parade
WMIK, Middeboro, Ky.
CANBY, EDWARD T.
New Recordings
WNYC, New York, N. Y.
CANNON, STEVE
KBUN, Bemidji, Minn.
CANNON, WIN
Radio Rancher
KPQ, Wenatchee, Wash.
CANTRELL, JOE
Discs of Gaiety
KWAL, Wallace, Idaho
CAPPS, JIMMY
Our Best To You
WPTF, Raleigh, N. C.
CARD, NORMAN R.
WLAM Bandstand
WLAM, Lewiston, Maine
CARDEN, JOHN
Carden's Dixie Inn
WJBC, Bloomington, Ill.
CAREY, RALPH
KOIL, Omaha, Nebr.
CARLE, BENNY
WPAI, Birmingham, Ala.
CARLEY, JIM
Carley's Corner
WPIN, Clearwater, Fla.
CARLO, BILL
WEDO, McKeesport, Pa.
CARLSON, CARL
Dream Time
KTIP, Porterville, Calif.
CARLSON, LES
Magazine of Air
WROX, Clarksdale, Miss.
CARMELLA, LARRY
Midnight Merry Go Round
KMO, Tacoma, Wash.
CARNEY, JACK
Studio Party
KPLT, Paris, Texas
CARNEY, JAMES
Jazz With Jim
CKLN, Nelson, B. C., Canada
CARPENTER, BILL
The Daybreaker
WGY, Schenectady, N. Y.
CARROLL, HARRY
Carolina In Morning
WANS, Anderson, S. C.
CARROLL, RAY
WHOM New York, N. Y.
CARTER, BILL
740 Club
WIRJ, Humboldt, Tenn.
CARTER, BOB
Free For All
KDB, Santa Barbara, Calif.
CARTER, CAL
Musical Clock
KAMD, Camden, Ark.
CARTER, ED
Ed Carter Show
WACE, Springfield-Chicopee, Mass.
CARTER, LeROY
Carter's Clambake
KCTX, Childress, Texas
CARTER, TONY
Wake Up East Alabama
WAUD, Auburn, Ala.
CARTER, VAL
Joy A La Carter
WJOY, Burlington, Vermont
CARTER, WM.
1430 Club
KLO, Ogden, Utah
CARTY, DEL
Teen Time Tunes
WWGP, Sanford, N. C.
CASE, KEN
WOW, Omaha, Nebr.
CASE, LEE
Your Grocer
WITH, Baltimore, Md.
CASEY, CASS
Angelus
WWOL, Buffalo, N. Y.
CASPERSON, CARL
KDAL, Duluth, Minn.
CASTER, CHARLES
Requestfully Yours
KVCV, Redding Calif.
CAUDILL, CARL B., JR.
Causeill's Carnival
WFTC, Kinston, N. C.
CAVANAGH, LLOYD
Cab's Corner
CKCL, Truro, Nova Scotia, Canada
CAVANAUGH, JOE
Joe Cavanaugh Show
WARD, Johnstown, Pa.
CERULA, PAUL
WAZL, Hazleton, Pa.
CHAMBERLAIN, DONALD L.
Club Fantasy
KHBC, Hilo, Hawaii
CHAMBERLIN, BRUCE
WHOT, South Bend, Ind.
CHAMBERS, PAT
Gulf Coast Serenade
WFLA, Tampa, Fla.
CHANDLER, MIMI
Coffee Time
WVLK, Versailles & Lexington, Ky.
CHANEY, BILL
$1,000,000, Ballroom
KEEN, San Jose, Calif.
CHAPMAN, DICK
Disc Derby
KFRU, Columbia, Mo.
CHAPMAN, JACK
Songs You Remember
KTSM, El Paso Texas
CHAPMAN, JERRY
Lowdown
WIRE, Indianapolis, Ind.
CHAPMAN, REID
Chuckles Open House
WISH, Indianapolis, Ind.
CHARLES, AL
The Charles Thing
WAYB, Waynesboro, Va.
CHARLES, PRESTON
Top Five
WAGA, Atlanta Ga.
CHARLIE, DAVIS
Alarm Clock Revue
WAPX, Montgomery, Ala.
CHASE, EDDY
CKLW, Detroit, Mich.
CHASE, ILKA
Ilka Chase Show
ABC
CHENEY, JOHN
KBRO, Bremerton, Wash.
CHERRAULT, GEORGE
Chernault Show
WSLS, Roanoke, Va.
CHERRY, HUGH
Cherry At Two
Here's Cherry
WMAK, Nashville, Tenn.
CHILDS, LELAND
Musical Clock
WSFA, Montgomery, Ala.
CHIODO, JEFF
WBVP, Beaver Falls, Pa.
CHRISTENSON, ELMER
Swing To 12:00
WSHB, Stillwater, Minn.
CHRISTY, AL
Syncopated Clock
WDAF, Kansas City, Mo.
CLAAR, JIM
For Members Only
WCRA, Effingham, Ill.
CLARDY, NEAL
Musical Matinee
WONW, Defiance, Ohio
CLARE, BOB
HereComes Charlie
KYNO, Fresno, Calif.
CLARK, BILL
Caravan of Music
Hoosier Ho-down
WJCD, Seymour, Ind.
CLARK, CHRIS
Record Session
WRJM, Newport, R. I.
CLARK, COTTONSEED
Cottonseed Clark (Western—6 hours Daily)
KVSM, San Mateo, Calif.
CLARK, DAVE
Anything Goes
CJGX, Yorkton, Sask., Canada
CLARK, GORDON
Gordon's Recordings
KRIC, Beaumont, Texas
CLARK, JAMES
Coffee With Clark
WWGP, Sanford, N. C.
CLARY, CHARLES
KRLD, Dallas, Texas
CLAUSEN, BOB
Borden's Bouquet
KGLO, Mason City, Iowa
CLAUSER AL
Morning Ramble
KTUL, Tulsa, Okla.
CLAYTON, BOB
Boston Ballroom
WHDH, Boston, Mass.
CLAYTON, BOB
Waytin' for Clayton
WPIN, St. Petersburg, Fla.
CLEARY, ED.
Yawnin' In Mawin'
KOSE, Osceola, Ark.

CLEMENT, GORDON
Yawning At Dawning
WBCK, Battle Creek, Mich.
CLEMENT, JOHN
Carnival of Rhythm
KELO, Sioux Falls, South Dakota
CLEMENTS, CARTER
WHAY, Open House
WHAY, New Britain, Conn.
CLIFTON, JACK
WADC, Akron, Ohio
CLIFTON, JACK
Clifton's House Party
WJW, Cleveland, Ohio
CLOCK, CHARLIE
Sat. Nite Record Room
WMFT, Florence, Ala.
CLOONEY, NICK
Fleming County Matinee
WFTM, Maysville, Ky.
CLOSE, BILL
Close to You
KOY, Phoenix, Ariz.
COBURN, PAUL
Coburns Carousal
KVNU, Logan, Utah
COCKEREL, CLEM
Platter Matter
WKCT, Bowling Green, Ky.
COCKROFT, LOUISE
Collector's Corner
KGMB, Honolulu, Hawaii
CODY, DEL
The Korn Krib
KGA, Spokane, Wash.
CODY, WAYNE
KALL, Salt Lake City, Utah
COKE, DAL
1360 Club
KMOD, Modesto, Calif.
COKER, WILL
Pony Express
KFDM, Beaumont, Texas
COLE, ALAN
Music In The Mood
WRUN, Utica, N. Y.
COLE, BRAD
Mixing Bowl
KOOS, Coos Bay, Oregon
COLE, DON
Platter Pantry
WSWN, Belle Glade, Fla.
COLE, FRED B.
Carnival of Music
WHDH, Boston, Mass.
COLE, GORDON
WAUX, Waukesha, Wis.
COLE, JOE
WEAB, Greer, S. C.
COLE, MAX
Wake Up New York
WOV, New York, N. Y.
COLE, TRACY
Disc Digest
WWSR, St. Albans, Vermont
COLEMAN, DICK
Let's Get Acquainted
WLBE, Leesburg, Fla.
COLEMAN, STARLING
Top Tunes
WJAY, Jacksonville, Fla.
COLGAN, FRED
Music For You
WGEM, Quincy, Ill.
COLKITT, JERRY
Club 960
KALE, Richland, Wash.
COLLIER, W. C.
WROD, Daytona Beach, Fla.
COLLINS, AL "JAZZBO"
Collins on A Cloud & Purple Grotto
WNEW, New York, N. Y.
COLLINS, DAVID
Designs In Music
WSCR, Scranton, Pa.

COLLINS, PAUL
Pick-A-Polka
KFRD, Rosenberg, Texas
COLLINS, TIM
Collins Corner
KABC, San Antonio, Tex.
COMEAU, DENNY
CJLS, Yarmouth, N. S., Can.
COMPTON, AL
WCKB, Dunn, N. C.
CONEYBEARE, ROD
The Corner
CJOY, Guelph, Ont. Canada
CONNELL, PAT
Let's Go Places
KGVO, Missoula, Montana
CONNER, TED
Ted Conner Show
WFMJ, Youngstown, Ohio
CONOVER, WILLIS
1260 Club
WWDC, Washington, D. C.
COOK, FRANK
Frank Your Musical Cook
KXRN, Renton, Wash.
COOK, JACK
WNOK, Columbia, S. C.
COOK, JIMMY
Country Boy
WGBA, Columbus, Ga.
COOK, RICHARD
Cookie's Capers
WMDN, Midland, Mich.
COOK, VERN
Timekeeper & 980 Melody Lane
WTRY, Troy,, New York
COOK, WES
KRES, St. Joseph, Mo.
COOLEY, FRANK
Frank Cooley Show
KWJJ, Portland, Oregon
COOLEY, JOHN
WEAM, Arlington Va.
COONTZ, EDDIE
Morning Watch
KTUL, Tulsa, Okla.
COOPER, ALEX
KXLA, Pasadena, Calif.
COOPER, DRAYTON
Old Potentate
WLBG, Laurens, S. C.
COOPER, JOE
WQUA, Moline Ill.
COOPER, R. D.
From Studio C
KSEI, Pocatello, Idaho
COOPER, STAN
Hayloft Hoedown
KRUL, Corvallis, Oregon
COOPWOOD, JESSE
Stompin' Room
WWCA, Gary, Ind.
COPE, FRANK C.
Ole Lazy Man
WMRC, Greenville S. C.
CORBETT, KEN
KLWT, Lebanon, Mo.
CORLEY, BOB
WQXI, Atlanta, Ga.
CORNWELL, BLAINE
First Five
KWFT, Wichita Falls, Tex.
CORTEZ, CARLOS
Monacita
KDIA, Auburn Calif.
COTE, ST. GEORGE
St.-George Cote' Show
CKCV, Quebec Canada
COURTENAY, DIRK
WMAQ, Chicago, Ill.
COURTNEY, ERNIE
Percolator Parade
CJBQ, Belleville, Ont., Canada
COVINGTON, DICK
WHBQ Memphis Tenn.

COWAN, JIM
Club 630
KIDO, Boise, Idaho
COX, FORREST
Wake Up Mississippi
WRBC, Jackson, Miss.
COX, STAN
Saddle Pals
KONO, San Antonio, Texas
CRAGER, BOB
WWCO, Waterbury, Conn.
CRAIG, REG
Sunrise Jamboree
WEBJ, Brewton, Ala.
CRAIG, WILLIAM
1450 Club
WATA, Boone, N. C.
CRAIN, MARVIN
KNET, Palestine, Texas
CRAVER, CAMPBELL
Morning In Montgomery
WMON, Montgomery, W. Va.
CRAWFORD, GEORGE
District Matinee
WOL, Washington, D. C.
CRAWFORD, RICE
Tops in Hillbilly
WAPX, Montgomery, Ala.
CREWS, BILL
Bill Crews, Show
KVIC, Little Rock, Ark.
CREWS, JIMMY
Mail Order Music
WATM, Atmore, Ala.
CRISSY, DONALD E.
Rumpus Room
WFCB, Dunkirk, N. Y.
CRIST, JIM
Morning In Maryland
WFBR, Baltimore, Md.
CROCKETT, CHARLEY
The Crockett Show
KHON, Honolulu, Hawaii
CROTHERS, DENNY
Denny Crothers Show
CKTB, St. Catharines, Ont., Canada
CROUTER, WALLY
CFRB, Toronto, Ont., Canada
CROWELL, GEORGE
Club 930
KHJ, Los Angeles, Calif.
CROWLEY, DICK
WJIM, Lansing, Mich.
CRUTCHFIELD, DOUG
WLOH, Princeton, W. Va.
CULLEN, JACK
Owl Prowl
CKNW, New Westminster, B. C., Canada
CUMMINGS, ALAN
Rise & Shine Club
KRSC, Seattle, Wash.
CUNNINGHAM, WILLIAM
Insomnia Inn
WARC, Rochester N. Y.
CURRAN, HARRY
Rhythm Roundup, Breakfast Bandwagon
WHUC, Hudson, N. Y .
CURRAN, VIN
Deuces Wild
WKAT, Miami Beach, Fla.
CURRIE, EBEN
Sunrise Serenade
WABM, Houlton, Maine
CURTIS, DAN
C'mon and Dance Bandwagon
WIP, Philadelphia, Pa.
CURTIS, GEORGE
560 Revue
WGAN, Portland, Maine
CURTIS, KENNETH
Alarm Klok
KOWB, Laramie, Wyo.

CURTIS, JIM
Night Watch
WHAY, New Britain Conn.
CURTIS, MARK
KWRN, Reno, Nevada
CURTIS, RONALD EZZO
Coffee With Curtis
WFBL, Syracuse, N. Y.
CURTIS, DEAN
KDHL, Faribault, Minn.

— D —

DABOUL, JOE
Melody Time
WIRY, Plattsburg N. Y.
DACRE, GEORGE
Georgie's Orgy
WFNC, Fayetteville, N. C.
DALE, BILLY
Dunkin' Doughnuts
WTAO, Cambridge, Mass.
DALE, REX
Make Believe Ballroom
WCKY, Cincinnati, Ohio
DANE, DUDLEY
KFAM, St. Cloud Minn.
D'ANGELO, ARNOLD
WAGE, Syracuse, N. Y.
D'ANGELO, MIKE
1490 Club
WMGW, Meadville, Pa.
DANIEL, NATHAN
Date With Nate
KTFY, Brownfield, Texas
DANIELS, PAUL
Matinee
WWNH, Rochester, N. H.
DANIELSON, JIM
Open House
Drugstore Cowboy
KSLM, Salem, Oregon
DARIEN, FRANK, JR.
Frank's Juke Box
KSJO, San Jose, Calif.
DARY ALAN
Dary Go Round
WORL, Boston, Mass.
DAT, GEORGE
Daytime
KERO, Bakerfield, Calif.
DAUGHERTY, "DOC"
1250 Luncheon Club
WNOW, York, Pa.
DAUGHERTY, JIM
For You By Request
WGPA, Bethlehem, Pa.
DAUM, KENNETH
Up & At 'em
WBKV, West Bend, Wis.
DAVID, TOBY
The Toby David Show
CKLW, Detroit, Mich.
DAVIS, AVERY
Jive Til Five (Colored)
WPLI, Jackson, Tenn.
DAVIS, BILL
Sheriff Davis
WLOW, Norfolk, Va.
DAVIS, C. JAMES
All Colored Review
WHNC, Henderson, N. C.
DAVIS, CHUCK
Chuck Davis Show
KOMA, Oklahoma City, Okla.
DAVIS, COUNT CONNIE
Highway of Melody
KWRE, Warrenton, Mo.
DAVIS, DON
Open House
KFRC, San Francisco, Calif.
DAVIS, DON
Sat. Nite Dance Party
WLW, Cincinnati, Ohio
DAVIS, ED
WFPG, Atlantic City, N. J.
DAVIS, EDDIE
Eddie Davis Show
KFAB, Omaha, Nebr.
DAVIS, GENE
Gene Davis Show
WDOK, Cleveland, Ohio

DAVIS, GEOFF
B. July 26th, 1918, Edmonton, Canada; Singing Battle Royal, WINS; Battle of the Baritones, WINS

DAVIS, HY
Ranch Party
WJXN, Jackson, Miss.
DAVIS, JACK
Jack Davis Show
WPDQ, Jacksonville, Fla.
DAVIS, SANDY
Rise & Shine
WICA, Ashtabula, Ohio
DAVIS, WALT
KSET, El Paso, Texas
DAWES, BILL
WCPO, Cincinnati, Ohio
DAWSON, BILL
Original Dancing Party
WGKV, Charleston, W. Va.
DAWSON, BILL
Burnt Toast & Coffee Time
WNXT, Portsmouth, Ohio
DAWSON, CHUCK
KXLQ, Bozeman, Mont.
DAWSON, TOM
Critter
KGBC, Galveston, Texas
DAY, GENE
Musical Merry-Go-Round
WABG, Greenwood, Miss.
DAY, LARRY
WGAT Utica N. Y.
DAY, RALPH
WSMI, Litchfield, Ill.
DEAD, JOHN
Alarm Clock Club
WDNC, Durham, N. C.
DEAL, JACK
The Jack Deal Show
WHCU, Ithaca, N. Y.
DEAN, BARRY
Music Matinee
WELI, New Haven, Conn.
DEAN, MARTHA
Early Risers
WJJD, Chicago, Ill.
DE COY, ROBERT
Diggin With Ducky
WMRY, New Orleans, La.
DEE, MARY
Movin' Around
WHOD, Homestead, Pa.
DEE, TOMMY
Rise & Shine
WSBT, South Bend, Ind.
DEHAVEN, BOB
Friendly Time
WCCO, Minneapolis, Minn.
DEMING, CHARLIE
WKPT, Kingsport, Tenn.
DENGLER, BOBBY
KVRH, Salida, Colo.
DERRICK JIM
1570 Club—Swing Out Sweet Music
WPLA, Plant City, Fla.
DESJARDINS-CARSON, MARCELLE
Musique Au Choix
CKBL, Matane, Que., Canada
DESMOND, WARREN
Musical Train
KLO, Ogden, Utah
DeVON, D. L.
The Spinning Wheel
Music In The Morning
KWNW, Wenachee, Wash.
"DEWEY"
KVOX, Moorhead, Minn.
DICKENS, JOHN
980 Special
CFPL, London, Ontario, Can
DICKINSON, ED
Request Hour
KELK, Elko, Nev.
DICKSON, BOB
1390 Club
KULP, El Campo, Texas
DIFFEE, BILL
Moonlite Capers
WFNS, Burlington, N. C.
DILLINGHAM, FRANK
Breakfast Express
WBLJ, Dalton, Ga.
DINGMAN, BOB
Dunkin With Dingman
WENT, Gloversville, N. Y.
DINSMORE, ED
Luncheon Club
WBEN, Buffalo, N. Y.
DIONDI, DICK
KSYL Alexandria La.
DiSALVO, HUGO
The DiSalvo Show
WIOU, Kokomo, Ind.
DiSIMONE, GENE
Clockwatcher
WRYO, Rochester, Pa.
DIXON, DARRELL
Requestfully Yours
Record Review
WITZ, Jasper, Ind.
DIXON, PAUL
WCPO, Cincinnati, Ohio
DOAK, BILL
Timekeeper
KCOH, Houston, Texas
DOBBS, GENE
Platter Parade
WTMC, Ocala, Fla.
DOBBS, HARVEY
Date With Dobbs
CHUM, Toronto, Ont. Canada
DOBSON, GEORGE
Alarm Clock Club
KALT, Atlanta, Texas
DODD, MIKE
WBAC, Cleveland, Tenn.
DODSON, WILLIAM
KICK, Springfield, Mo.
DOGGETTE, HARRY
Musical Mixup
WBCU, Union, South Carolina
DOLAN, TOM
1400 Club
WJZM, Clarksville, Tenn.
DOLL, BOB
The 1450 Club
WDLB, Marshfield, Wis.
DOMM, BILL
Flamingo Club
CKTB, St. Catherines, Ont., Canada
DONALD, JACK
Jack Donald Show
WCRO, Johnstown, Pa.
DONNELL, JACK
What's New
WGRC, Louisville, Ky.
DORE', BILL
KBRO, Bremerton, Wash.
DORMAN, KEN
Ken's Discs
KGCX, Sidney, Montana
DORROLL, NICK
Ft. Bragg Show
WFAI, Fayetteville, N. C.
DOTY, BILL
Spins 'n' Needles
KCSJ, Pueblo, Colo.
DOUGHERTY, CHUCK
Rise 'N Shine
WBTH, Williamson, W. Va.

DOUGLAS, MERLE
KWTO, Springfield, Mo.
DOWLING, BILL
Modern Melodies
WACB, Kittanning, Pa.
DOWNER, A. D.
You Name It Round Up
KDET, Center, Texas
DOWNEY, JACK
Music Shop and Wax Works
WONS, Hartford, Conn.
DOWNIE, HARRY
WSTC, Stamford Conn.
DOWNING DYER P.
KGY Olympia Wash.
DOWNS LEE
KNET, Palestine, Texas
DREHER, G. TURNER
Club 620
KWAL, Wallace, Idaho
DRUM, DEWEY
Early Riders Club
WSOC, Charlotte, N. C.
DRURY, RAY
Platter Date
WSPR, Springfield, Mass.
DUFOUR, YVON
Bal Chansonnette
CKCH, Hull, Que., Canada
DUKE, TOMMY
Country Store
WULA, Eufaula, Ala.
DUMAS, ROLAND
Tops In Pops
WMAS, Springfield, Mass.
DUMIT, ED
KMUS, Muskogee Okla.
DUMONT HERMEL
Turntable
CJEM, Edmundston, N. B., Canada
DUNBAR, EDWARD
Cousin Ed
WBBQ, Augusta, Ga.
DUNBECK, BILL
Date With A Disc
CFGP, Grande Prairie, Alberta, Canada
DUNCAN, COYAL
Dusty Duncan (Western)
KXOB, Stockton, Calif.
DUNCAN, JIM
Requestfully Yours
WEBQ, Harrisburg, Ill.
DUNLAP, DAN
Kayhit Klub
KHIT, Lampasas, Texas
DUNLAP, DAVID
WAEB, Allentown, Pa.
DUNN, BOB
KUKI Ukiah Calif.
DURAND TOM
WTTM, Trenton, N. J.
DURMA, ED
Melody Mart
WSCR, Scranton, Pa.
DUTTON, DICK
Platter Party
WJCM, Sebring, Fla.
DVORAK, GEO.
George Dvorak's Bandstand
KFI, Los Angeles, Calif.
DWELLEY, DALE
Lasson Round-Up
KSUE, Susanville, Calif.
DYER, BOB
Hall Of Records
WKNX, Saginaw, Mich.

— E —

EARLE, BOB
KSO, Des Moines Iowa
EARLE LOWELL
Dixie Jubilee
WGBA, Columbus, Ga.
EARLY, CHRISTMAS
Christmas Early Show
KPOA, Honolulu, Hawaii
EASON, DICK
Eason & Friends
KREL, Baytown, Texas
EAST, LEN
"Melody Mill"
KRVN, Lexington, Nebr.
EATON, GORDON
Music Made In U. S. A.
WCCO, Minneapolis, Minn.
EATON, JACK
CKBB, Barrie, Ont., Canada
EBBERT, DICK
Coffee Club
KTIP, Porterville, Calif.
EBOCH, SID
Waltz Time
WRTA, Altoona, Pa.
ECKMAN, RAYMOND
WBGR, Jesup, Ga.
EDENS, ACE
1240 Club
WEBJ Brewton Ala.
EDMUNDS HARRY
Wake Up And Smile
WHAK, Rogers City, Mich.
EDWARDS BOB
Juke Box Review
KPKW, Pasco, Wash.
EDWARDS, TOM
Good Morning Odessa
KOSA, Odessa, Texas
EDWARDSON, BILL
Stars in the Afternoon
WNAB, Bridgeport, Conn.
EGERT, DON
Melody, Inc.
KWAT, Watertown, S. Dak.
EGGERT, GEO.
Dawn Patrol
WFBG, Altoona, Pa.
EICHER BOB
Mr. Bones
WKYB, Paducah, Ky.
EIGEN, JACK SHOW
WMGM, New York, N. Y.
ELICOTT, CHUCK
Atomic Boogie
WMGY, Montgomery, Ala.
ELLIOTT, BILL
Bill Elliott Show
KYNO, Fresno, Calif.
ELLIOTT, BILL
Bill Elliott Show
KAFY, Bakersfield, Calif.
ELLIOTT, BOB
KJAY, Topeka, Kans.
ELLIOTT, GLENN
Glenn Elliott Show
WPEO, Peoria, Ill.
ELLIS, LOU
1490 Club
WKAY, Glasgow, Ky.
ELLISON PAUL
Swing Club
WBTH, Williamson, W. Va.
ELLSWORTH, JACK
WALK, Patchogue, L. I., N. Y.
ELYOT, GENE
KWRN, Reno, Nevada
EMBODY DICK
Western Jamboree
KGGF, Coffeyville, Kans.
EMERY, MERLE
WGGH, Marion, Ill.
ENDICOTT, WM.
Best On Wax
KBRC, Mount Vernon, Wash.
ENO, JACK
One For The Money
WEBR, Buffalo, N. Y.
ERCK, LOU
1230 Club
KSST, Sulphur Springs, Tex.
ERICHSON, BOB
Bedford Bandstand
WBIW, Bedford, Ind.
ERICKSON, ROGER
Platter Patter Patter
WSHB, Stillwater, Minn.
ERNIE, LITTLE
WGAY Story Time
WGAY, Silver Springs, Md.
ERWIN, JIM
Smilin' Time
WMIX, Mt. Vernon, Ill.
ESCAGNE KEARNEY
Hayride Jamboree
KANE, New Iberia, La.
ESSICK, LOU
The 1340 Club
WGNI, Wilmington, N. C.
ESTELLE, RICHARD
Blue Room
WTVB, Coldwater, Mich.
ESTES, DAVE
KWTO, Springfield, Mo.
EVANS, AL
Platter Palace
KGNC, Amarillo, Texas
EVANS, BILL
Bill Evans Show
WCFL, Chicago, Ill.
EVANS, BILL
WGN Chicago Ill.
EVANS, CHARLES
Matinee Showcase
KORA, Bryan, Texas
EVANS, FRANK
Musical Clock
KRSN, Los Alamos, N. Mexico
EVANS, JEFF
Musical Clock
WLDY, Ladysmith, Wis.
EVANS, JONES
Top Of The Sports
WBAX, Wilkes-Barre, Pa.
EVANS, MARK
WTOP Washington D. C.
EVANS, NORMAN
WGMS, Washington, D. C.
EVANS, RONNIE
WILM, Wilmington, Del.
EVANS, STEVE
After Hours
KRUL, Corvallis, Oregon
EWING, CLIFF
Kookin At Coffee Time
KOOK, Billings, Mont.
EYRE, AL
Shoppers Special
WTOR, Torrington, Conn.
EYRICH, DICK
Matinee Frolic
WSIR, Winter Haven, Fla.
EZELL PAPIO
Wax Museum
KTOH, Lihue, Kauai, Hawaii

— F —

FABELO, RUBEN
Spanish D/J
WALT, Tampa, Fla.
FAGAN, BILL
Start With A Whistle
WEOA, Evansville, Ind.
FALCON, BOB
WGMS, Washington, D. C.
FALLON, JACK
Musical Matinee
KFBI, Wichita, Kans.
FALLON, TOM
WDYK, Cumberland, Md.
FANNING, WM.
Your Favorite Tune
KWLK, Longview, Wash.

FAREY, EDWARD C.
Spinner Sanctum
CKDA, Victoria, B. C., Canada
FARKAS, REMY
WQXR, New York, N. Y.
FARMER, JON
Early Worm
WAGA, Atlanta, Ga.
FARRAR, WAYNE
Variety Parade
KMAE, McKinney, Texas
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRELL, REED
Spins & Needles
KGBC, Galveston, Texas
FARREN, EDDYE
Hill Billy Hits
KBWD, Brownwood, Texas
FARRON, ED
Night Shift
WKLO, Louisville, Ky.
FAUCHER, RALPH
Record Session
WMRO, Aurora, Ill.
FAULK, LINK
WCKB, Dunn, N. C.
FAULKNER, CHARLES
Mid-Nite Frolics
WJPB, Fairmont, W. Va.
FAULKNER, WILLIAM
Bill Faukner Show
WISH, Indianapolis, Ind.
FAUSH, DEACON
WBCO, Birmingham-Bessemer, Ala.
FAZZIN, ART
Top O' The Morn
WAKR Akron Ohio
FEENEY, EUGENE
Club 690
WHLM, Bloomsburg Pa.
FELIMER, FRANK
890 Club
WHNC, Henderson, N. C.
FELLOWS, R. C.
Hill-billy
WROD, Daytona Beach Fla.
FELTON BILL
Recreation Room
WHBY, Appleton, Wis.
FERGUSON, CHUCK
Cougar Capers
KTHT, Houston, Texas
FERRUZZA, MICHAEL
Half 'n Half
WJER, Dover Ohio
FERRY, DEXTER
Rambin Rythem
KENA, Mena, Ark.
FIELDS, GUYLER P.
Coffee Club
WRHI, Rock Hill, S. C.
FILKINS, LARRY
Coffeetime & Ladies Choice
KSCB, Liberal, Kans.
FINCH, BUD
Coffee Club
WELI, New Haven, Conn.
FINCH, DEE
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
FINE, MEL
Matinee At Midnite
WERC, Erie, Pa.
FINLEY STUART
Capitol Scrapbook
WRC, Washington, D. C.
FINN, LEO
Spin With Finn and The Leo Finn Show
WMMW, Meriden, Conn.
FINN, MICHAEL
Finn Fare
WEOA, Evansville, Ind.

FISHER, BILL
Fisher Til One
WOWO, Ft. Wayne, Ind.
FISHER, HOWIE
WHOT, South Bend, Indiana
FISHER, JACK
Platter Party
KAFY, Bakersfield, Calif.
FISHER, JOE
Hillbilly Shindig
KRHD, Duncan, Okla.
FISHER, JOHN
WCLT, Newark, Ohio
FISHER, JOHN
Juke Box Revue
WOTW, Nashua, N. H.
FISHER MERLIN
Alarm Clock Club
KSDN, Aberdeen, S. D.
FISHER "TINY"
Clockwatcher
WEIR, Weirton, W. Va.
FISK, JIM
Lucky Lager Dancetime
KCNA, Tucson, Ariz.
FITTS, LOU
Music In The Air
WLNH, Laconia, N. H.
FITZGERALD, MIKE
Early Worm Program
CHUM, Toronto, Ont., Canada
FITZ-WALLACE
Anything Goes
WSNY, Schenectady, N. Y.
FLAGLER FRANK
Morning Serenade
WHDL, Olean, N. Y.
FLANAGAN, PAUL
Record Man
Tri-City Ballroom
WTRY, Troy, N. Y.
FLEMING, BRUCE
WPAQ, Mt. Airy, N. C.
FLEMING, JACK
Tea & Trumpets
WAJR, Morgantown, W. Va.
FLETCHER, FRED
Tempus Fugit
WRAL, Raleigh, N. C.
FLOOD, JOE
Upsee Daisy
KTIN, Denver, Colo.
FLOYD, PHIL
CFGP, Grande Prairie, Alberta, Canada
FLYNN, HOWARD
Howard Flynn Show
KMPC, Los Angeles, Calif.
FOLAND, MYLES
Foland Show
WMBD, Peoria, Ill.
FORD, ART
Milkman's Matinee
WNEW, New York, N. Y.
FORD, LOYD
Western Frolick
KAYS, Hays, Kans.
FORD, MILTON Q.
Milton Q. Ford Show
WWDC, Washington, D. C.
FORBES, BOB
Musical Alarm Clock
WJMX, Florence, S. C.
FOISY, MAURICE
Penthouse Party
CJCH, Halifax, N. S., Canada
FORRESTER, ROY
Hillbilly Hoedown
KPOC, Pocahontas Ark.
FORSTER, LEE
The Lee Forster Show
WHLD, Niagara Falls, N. Y.
FORSTER, ROGER
WIBA, Madison, Wis.

FORTNER, VIRG
Revolving Stage
KBMW, Wahpeton, N. D.
FOSTER JIMMY
Showcase
WWOL, Buffalo, N. Y.
FOSTER, MARK
Western Swingtime
KIMO, Independence, Mo.
FOSTER, TERRY
Home Folks Frolics
WHBL, Sheboygan Wis.
FOWLER BILL
Bill's Band Box
WBAT, Marion, Ind.
FOWLER, BILL
Musical Clock
WGPC, Albany, Ga.
FOWLER, JAMES
Musical Caravan
WGPC, Albany, Ga.
FOWLES, KEITH
WAGM, Presque Isle, Maine
FOX, BILL
Melody Ranch
KXRO, Aberdeen, Wash.
FOX, DAVID
WICH, Norwich, Conn.
FRANCE SHIRLEY MAY
Juke Box Matinee
WSAR, Fall River, Mass
FRANCIS, AL
Fun With Francis
WKST, New Castle, Pa.
FRANCIS, JOE
House Party
WNHC, New Haven, Conn.
FRANK, BEECHER
Continental Room
WKLO, Louisville, Ky.
FRANKLIN, BOB
690 Club
KGGF, Coffeyville, Kans.

FRANKLIN, JOE
Joe Franklin Record Shop—ABC

FRAY, JACQUES
WQXR, New York, N. Y.
FREDERICKS, HAL
Song and Dance Parade
KXOK, St. Louis, Mo.
FREEMAN, DOUGLAS
CFAB, Windsor, N. S. Canada
FREEMAN, DOUGLAS
CFAB, Windsor, N. S., Canada
FREEMAN, DOUGLAS
CKEN, Kentville, N. S., Can.
FREEMAN, WALTER
Rise 'n Shine
WULA, Eufaula, Ala.
FREW, JOHN
WRFC, Athens, Ga.
FREY, BILL
Frey's Follies
KSPT, Sandpoint, Idaho
FRIBLEY, JOE
Celebrity Time
KTBS, Shreveport, La.
FRISHCHNECKT, LEE
Let's Get Together With Records
KID, Idaho Falls, Idaho
FROH, DAVE
Club 1320
WILS, Lansing, Mich.
FROST, ALAN
KVRH, Salida, Colo.
FROST, ROBERT
Panini Pete
KMVI, Wailuku, Maui T. H
FUHRMAN DON
Don Fuhrman Show
KWIK, Pocatello, Idaho
FULLER, CHUCK
740 Club
WORZ, Orlando, Fla.

FULLER, LORENZO (LARRY)
Harlem Frolics
WLIB, New York, N. Y.
FULMER, BOB
WTTM, Trenton, N. J.
FULTON, BOB
Music For The Mrs.
KERG, Eugene, Oregon
FURNACE, RANDY
Record Rendezvous
Requestfully Yours
WBYS, Canton, Ill.
FUSCO, DAN
Morning Date With Danny
WRUN, Utica, N. Y.
FUSS, DICK
Club 707
KRAI, Colo.

— G —

GAGNON, NORMAND
Cabaret De L'Air
CHRL, Roberval, Que. Canada
GAINES JERRY
Jerry Gaines Show
WHAT, Philadelphia, Pa.
GAINES, SAMMY
Uncle Sammy's Serenade
WLET, Toccoa, Ga.
GAINES, WALT
WIEL, Elizabethtown Ky.
GALE, JACK
The Jack Gale Show
WTBO, Cumberland, Md.
GALGON, PAUL F.
Morning Go Round
WKAP, Allentown, Pa.
GALLAGHER, BOB
Hits Of The Day
WJMJ, Philadelphia, Pa.
GALLAGHER GEORGE
Nite Owl Club
CJOB, Winnipeg, Manitoba, Canada
GALLAHER, EDWARD
WTOP, Washington, D. C.
GALLICO, BOB
Club 1400
WDAR, Savannah,, Ga.
GANTZ, GEORGE
Record Party
KAYS, Hays, Kans.
GAR, GRACE
America's Youngest Negro Disc-Jockey
WBCO, Birmingham-Bessemer, Ala.
GARCIA, BOB
KWTC, Barstow, Calif.
GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.
GARCIA, "Squeezer"
Border Bombshell
KBOR, Lansing, Texas
GARDINER, DICK
Accent On Music
WILS, Lansing, Mich.
GARDNER, BING
Gardner's Radio Guide
KGST, Fresno, Calif.
GARDNER, CLIFFORD
Wake Up Winnipeg
CJOB, Winnipeg, Manitoba, Canada
GARDNER, JACK
Sagebrush Symphony
WBIP, Booneville, Miss.
GARDNER, GUY
Guy's Guests
KCOH, Houston, Texas
GARLAND, HOWARD
Here's Garland
KFMB, San Diego, Calif.
GARNETT, PAUL
Music Shop
WPAW, Pawtucket R. I.
GARR BILL
Bill Garr Show
KRKW Pasadena, Calif.
GARRETT, GENE
Make Mine Music
WVMC, Mt. Carmel, Ill.
GARRIS, LOU
Top o the Morning
WTNB, Birmingham, Ala.
GARWOOD, JOHN
Off The Record
WNBZ, Saranac Lake, N. Y.
GARY, ANDY
WNOK, Columbia, S. C.
GARY, JOHN
Dawn Patrol
WCDL, Carbondale, Pa.
GASQUE, KENNETH
Off The Record
WJAY, Mullins, S. C.
GASTON, LYLE
KSWO, Lawton, Okla.
GASTON, MARK
Oklahoma Jamboree
KSIW, Woodward, Okla.
GAY, CONNIE B.
Town & Country Time
WARL, Arlington, Va.
GAY, DON
High Jinks & Early Worm
KRUL, Corvallis, Oregon
GEASY GEORGE
Tune Toppers
WJEJ, Hagerstown, Md.
GELLOTT, DICK
Richard With Records
WCLO, Janesville, Wis.
GENE, GENIAL
Genial Gene Show
WGIV, Charlotte, N. C.
GENSER, CHARLES
Sunriser Club
KXO El Centro, Calif.
GENTILE, LARRY
Gentile Houseparty
WJBK, Detroit, Mich.
GENTRY, AL
KROF, Abbeville, La.
GENTRY, BILL
1240 Club
WCHV, Charlottesville, Va.
GENTRY, BUD
Alarm Clock Club
WKOY, Bluefield, W. Va.
GEORDAN, NORMAN
Chime Time, Housewives Music Shop
WTHI, Terre Haute Ind.
GEORGE, BILL
Housewives Hour
KSTV, Stephenville, Texas
GEORGE, BILL
Let George Do It
KTER, Terrel, Texas
GEORGE, LOYD
Musical Clock
KFRU, Columbia, Mo.
GERMOND, WM. S.
Bill's Show
WWYO, Pineville, W. Va.
GEYER, GEORGE
Cinderella Ballroom
WARA, Attleboro, Mass.
GHIORSE, LARRY
Platter Patter
WBET, AM & FM, Brockton, Mass.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBBS, JOHN
KQV, Pittsburgh, Pa.
GIBNEY, JOE
Ol' Joe's Klix Club
KLIX, Twin Falls, Idaho
GIBSON, CURT
Disc Jockey
WPLH, Huntington, W. Va.
GIBSON, JACK
House That Jack Built
KFYO, Lubbock, Texas
GIBSON, JACK
WLOU, Louisville Ky.
GIBSON, PAT
Record Rendezvous
WHSC, Hartsville, S. C.
GILBERT, DICK
Dick Gilbert Show
KTYL, Mesa, Ariz.
GILL, CIRT
Jam A Ditty
WGBG, Greensboro, N. C.
GILLESPIE, LOU
Knothead Club
KPAS, Banning, Calif.
GILLIAM, BOB
Platters & Patter
KWNO, Winona, Minn.
GILLIS, BILL
Rhythm At Random
WAFB, Baton Rouge, La.
GILMORE, BRUCE
Hi Neighbor
WHSY, Hattiesburg, Miss.
GIRAND, JOE
Joe Girand Show
WTHT, Hartford, Conn.
GIVENS, GLEN
Rhythm Roundup
KTAT, Frederick, Okla.
GLASSMAN, JOE
WDBL, Springfield, Tenn.
GLEBA, TOM
Mr. Melody
WBNS, Columbus, Ohio
GLYNN, JOHN
Melody Clock
WIRA, Ft. Pierce, Fla.
GOLDBERG, BARNEY
KRAM, Las Vegas, Nevada
GOLDEN, RAY
Ray Golden Show & Memory Melodies
KSTN, Stockton, Calif.
GOLDERMANN, ROBERT
Your D J R G
WFAU, Augusta, Maine
GONZALES, ED
Clockwatchers Society
WCMB, Lemoyne, Pa.
GOOD, GENE, JR.
Good Wanderin
KOCO, Salem, Oregon
GOODMAN, DAVE
Humor Club
KANE, New Iberia, La.
GOODMAN, SAM
Yawn Patrol
WCOM, Parkersburg, W. Va.
GOODWIN, ART
WAGE Syracuse N. Y.
GORDER, KEITH
Club 1310
KFKA, Greeley, Colo.
GORDON, BILL
WHK, Cleveland, Ohio
GORDON, DWIGHT
Record Round-Up
WJCD, Seymour, Ind.
GORDON, LLOYD
Luncheon Club
Kiddie Korner
WESB, Bradford, Pa.
GORDON, PHIL
1280 Club
WOV, New York, N. Y.
GORDON, PHIL
Afternoon Swing Session
WWRL, Woodside, N. Y.
GOUGH GAINES
WMRA, Myrtle Beach, S. C.

GOULD, JAY
11th Hr. Dancetime—National Record Mart
WMCK, McKeesport, Pa.

GOUNDER, JACK
Jack Gounder Show
WEEU, Reading, Pa.

GOVE, ELLIOTT
Club 570
WSYR, Syracuse, N. Y.

GOVERN, DENIS
We Shall Have Music
KCRV, Caruthersville, Mo.

GRAHAM, BILL
WAZL, Hazleton, Pa.

GRAHAM, BILL
Off Record
WKBC, N. Wilkesboro, N. C.

GRAHAM, DON
930 Club
WSLI, Jackson, Miss.

GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.

GRANDPAPPY
Country Store
WTXL, Springfield, Mass.

GRANT, BOB
Night Watch
KRNR, Roseburg, Oregon

GRANT, HAROLD
Wax Museum
KBMW, Wahpeton, N. D.

GRANT, JOHNNY
Johnny Grant Show
KMPC, Los Angeles, Calif.

GRANT, LARRY
Vagabond House & Notebook
KHON, Honolulu, Hawaii

GRANT, LEE
Western Jamboree
Pryor, Okla.

GRANT, LLOYD
Musical Almanac
WNAX, Yankton, S. D.

GRANT, MILT
Cavalcade
WINX, Washington, D. C.

GRANT, MILT
Milt Grant Show
WOL, Washington, D. C.

GRANT, RAY
Western Jamboree
KCTI, Gonzales, Texas

GRATTON, BILL
Wake Up To Music
WOC, Davenport, Iowa

GRAY, BARRY
Barry Gray Show
WMCA, New York, N. Y.

GRAY, CLIFF
Reveille Revels
WSPA, Spartansburg, S. C.

GRAY, HUGH
WDZ Decatur Ill.

GRAY, JOHN
Gray's Array
WDOD, Chattanooga, Tenn.

GRAY, REEVES M.
WBHP, Huntsville, Ala.

GRAYMOUNT, STUART
Club 910
KRIO, McAllan, Texas

GREAVES, ALEC
All Star Western Revue
KTOW, Oklahoma City, Okla.

GREEN, ART
Make Believe Bal'room
WMIE, Miami, Fla.

GREENE, JOHN C.
Hillbilly Star Time
WRHI, Rock Hill, S. C.

GREENE, KEN
Rhythm At Random
WTWN, St. Johnsbury, Vt.

GREENHOW, TOMMY
Tommy Greenhow Show
KMUR, Murray, Utah

GREENWAY, ELLIS
1340 Club
Wake Up Lenoir
WJRI, Lenoir, N. C.

GRENNAN, ED
Ed Grennan Show
WQUA, Moline, Ill.

GRIFFIN, DEAN
Platter Party
WHSY, Hattiesburg, Miss.

GRIFFIN, DAN
WGTM, Wilson, N. C.

GRIFFITH, CHARLIE
Music Out Of The Night
WTAD, Quincy, Ill.

GRIMES, CHARLIE
Nitehawk
WSSB, Durham, N. C.

GRISWOLD, JACK
What's New
WCSS, Amsterdam, N. Y.

GROSS, SIDNEY
International Jazz Club
ABC

GROVE, LYNDON
Mailbag
CHAB, Moose Jaw, Sask., Can.

GUEST, GORDON
GG. Jamboree
KHBR, Hillsboro, Texas

GUIDI, HUGH
WTOP, Washington, D. C.

GUNDERSON, DALE
Off The Record
KBKW, Aberdeen, Wash.

GUNN, DICK
Early Risers Club
KSUB, Cedar City, Utah

GUTHRIE, WILLARD
KWRO, Coquille, Oregon

GUY JUAN PILAU
Telephone Requests
KTOH, Lihue, Kauai, Hawaii

GWYN, BOB
Wake Up Austin
KVET, Austin, Texas

GWYNN, EASY
WIBC, Indianapolis, Ind.

— H —

HAACKE & JOHNSON
Haacke & Johnson Show
KDIX, Dickinson, No. Dak.

HADLEY, BILL
Homemakers' Serenade
WPJB, Providence, R. I.

HAEVIE, BOB
Club 800
CJAD, Montreal, Quebec, Can.

HAGAN, STAN
The Stan Hagan Show
KANS, Wichita, Kans.

HAGEMAN, DICK
Here's Hageman
WKRC, Cincinnati, Ohio

HAGERMAN, CHAS.
WKLA, Ludington, Mich.

HAGGART, BUD
Musically Yours
WFDF, Flint, Mich.

HAGGERTY, FRED
WFPG, Atlantic City, N. J.

HAHN, DALE
Breakfast Melodies
KLIZ, Brainerd Minn.

HAINES, WHITEY
Music After Midnight
CKCW, Moncton, N. B., Can.

HALE, "Hot-Rod"
WBCO, Birmingham-Bessemer, Ala.

HALE, PHIL
Phil Hale Show
WKNB, New Britain, Conn.

HALL, BILL
Hot and Sweet
CKPR, Fort William, Ont., Canada

HALL, BUD
Bud's Music Hall
WKLF, Clanton, Ala.

HALL, E. R.
KELD, El Dorado, Ark.

HALL JOHN
1490 Club
WESB, Bradford, Pa.

HALL, STUART
1450 Club
WHIT, New Bern, N. C.

HALSTEAD, CHARLES E.
Carlos Ranchero
Club 1490
KDIA, Auburn, Calif.

HAM, DON
1940 Frolic
KAFP, Petaluma, Calif.

HAMILTON, BOB
The Hamilton Show
KHON, Honolulu, Hawaii

HAMILTON, BOB
Top Twenty At 1280
WDSU, New Orleans, La.

HAMILTON, LEE
Man About Midnight
CFCF, Montreal, Que., Canada

HAMLETT, JIM
Cactus, Jim
KFXM, San Bernardino, Calif.

HAMMOND, GEORGE
1450 Club
KAMD, Camden Ark.

HAMRICK JOHNNEY
WQXI, Atlanta, Ga.

HANAN, MARC
Serenade In The Night
KXO, El Centro, Calif.

HANCOCK, CHUCK
860 Club
KSFA, Nacogdoches, Texas

HANDSHAW, JAY
Sunrise Serenade
WKOP, Binghamton, N. Y.

HANEY, BOB
Yawn Patrol
WSFC, Somerset, Ky.

HANKIN, WALLY
Wally Hankin Time
WMBO, Auburn, N. Y.

HANKINS, JIM
920 Special
WMOK, Metropolis, Ill.

HANLON, TOM
Merry-Go-Round
KNX, Los Angeles, Calif.

HANNA, RICK
Rise 'N Shine
WBUT, Butler, Pa.

HANNON, JACK
On The Town
KELO, Sioux Falls, South Dakota

HANOVER, PAUL
Hi Neighbors
CHML, Hamilton, Canada

HANSON, CURT
Serenade To An Alarm Clock
WBIZ, Eau Claire, Wis.

HANSON, HERBERT
Records of The West
KRJF, Miles City, Montana

HARBAUGH, VIC
Club 1000
KSTA, Coleman, Texas

HARDIE, JIM
Excuse For Listening
WOMI, Owensboro, Ky.

HARDIN, RAY
Coffee Time
WCOV, Montgomery, Ala.

HARDING, TED
Ted Harding Show
WNOR, Norfolk, Va.
HARDY CARROLL
Sunrise Scrapbook
WDOS, Oneonta, N. Y.
HARE, BILL
Notes 'Til Nine
KMA, Shenandoah, Iowa
HARKIN, RED
Red Harkins Show
KTYL, Mesa, Ariz.
HARLESS LESS
Rhythm On Range
KSAN, San Francisco, Calif.
HARLEY, CY
Al Knight-All Night
KITC, San Bernardino, Calif.
HARLEY, BOB
WMOH, Hamilton, Ohio
HARLEY, DICK
Midnight Flyers
WEDC, Chicago, Ill.
HARPER, JERRY
Coffee Club-Here's Harper
WKOW, Madison, Wis.
HARRIS, BUDDY
Music Bar & Midnight Grinder
WRR, Dallas, Texas
HARRIS, CHAZ
Rise 'n' Shine
WJHP, Jacksonville, Fla.
HARRIS, HERB
WQXI, Atlanta, Ga.
HARRISON, JACK
The Record Shop
WGRD, Grand Rapids, Mich.
HARSHAW, DICK
WISE, Asheville, N. C.
HART, BILL
Spinning Wheel
WPFB, Middletown, Ohio
HART, JIM
Zanzibar Disc Jockey Show
KLAS, Las Vegas, Nev.
HART, MAURICE
Straight From The Heart
KFWB, Hollywood, Calif.
HART, WINK
Let's Dance
WHUC, Hudson, N. Y.
HARVEY, ED
WCAU, Philadelphia, Pa.
HARVEY, J. BOYD
Boyd Harvey Show
KSMN, Mason City, Iowa
HARVEY, JACK
Club 18
WCAM, Camden, N. J.
HARVEY, LEO
CBT, Grand Falls, Nfld., Can.
HARVEY, LLOYD
The Moe Show
WIRL, Peoria, Ill.
HARVEY, PAT
Music As You Like It
KHMO, Hannibal, Mo.
HARVEY, TOM
WIBG, Philadelphia, Pa.
HASELTINE, FRED
WRNL, Richmond, Va.
HASTINGS, JACK
WPBC, Minneapolis, Minn.
HASTON, LESTER
WZOB, Fort Payne, Ala.
HATCH, ED
Melody House
WLYN, Lynn, Mass.
HATHAWAY, SKIP
Skip-A-Long Show
KUGN, Eugene, Oregon
HATHAWAY, LEN
Hurdy-Gurdy Show
WJOC, Jamestown, N. Y.

HAUSMAN, BILL
Juke Box Review
WHLL, Wheeling, W. Va.
HAWKINS, BOB
Bob Hawkins Show
KWJB, Gobe, Ariz.
HAWKINS, TOM
Downbeat 78
CHLO, St. Thomas, Ont. Can.
HAWKINS, TOM
Happy Hour
WFBR, Baltimore, Md.
HAWLEY, SHERWOOD
Strictly On Record
WCHA, Chambersburg, Pa.
HAYDEN, FRANK
WTCO, Campbellsville, Ky.
HAYES, GARY
Platter Playhouse
KYMR, Yuma, Ariz.
HAYNES, ART
Art's Gallery
WMSC, Columbia, S. C.
HAYWARD, R.
Workin With Wax
VOCM, St. John's, Nfld., Can.
HAYWORTH, HERB
Good Morning
WOWO, Ft. Wayne, Ind.
HAZLETT, NATHAN
Night Cap
WMAN, Mansfield, Ohio
HEAD, BYRON
KOIL, Omaha Nebr.
HEALY, DAN
Mr. Plus Presents
WBRK, Pittsfield, Mass.
HEALY, GARY
WPBC, Minneapolis, Minn.
HEBENSTREIT, CARL
Hour Of Harm
KTEL, Walla Walla, Wash.
HEBERT, BUD
Plain & Fancy
KVOL, Lafayette, La.
HEEDER, PAUL
Asst.
KNGS, Handford, Calif.
HELGESON, BOB
Friendly Time
Spins & Needles
KSOO, Sioux Falls, South Dakota
HENDERSON HANDY
RFD 1050 Party
WRFW, Eau Claire, Wis.
HENDERSON, SKITCH
WNBC, New York, N. Y.
HENDICKS, JIM
KWBB, Wichita, Kans.
HENDRIX, CLIFF
Rise and Shine
KCSJ, Pueblo, Colo.
HENNINGS, PAUL
Paul Hennings Show
WNOR, Norfolk, Va.
HENRY, CARL
WRIB, Providence, R. I.
HENRY, BILL
Bill's Bandwagon
WDAK, Columbus, Ga.
HENRY, GIL
KING's Open House
KING, Seattle, Wash.
HENRY, MARV
Hoop-Dee-Doo
WLOL, Minneapolis, Minn.
HENSON, DOUG
7:30 Local
WJMJ, Philadelphia, Pa.
HENSON, DWIGHT
Teen Time
KBOE, Oskaloosa, Iowa
HENSON, GERRY
Here's Henson
WMAY, Springfield, Ill.

HENTOFF, NAT
WMEX Boston, Mass.
HERBERT, JACK
Alarm Clock
WGRO, Bay City, Mich.
HERMANSFELD, ART
After Hours
KBMW, Wahpeton, N. D.
HERRIN, WINDY
Musical Clock
WCCP, Savannah Ga.
HERRING, BILL
Tune Factory
KWTX, Waco, Texas
HERSON, BILL
Time Keeper
WRC, Washington, D. C.
HESS, BOB
Rural Round-Up
Sunnyside Up
KLRA, Little Rock, Ark.
HESS, BOB
Coffee Time
KPAN, Hereford, Texas
HESS, JIM
Cowboy Jubilee
WKGN, Knoxville, Tenn.
HESTERMAN, BILL
Requestfully Yours
KMUR, Murray, Utah
HEUBENER, CUT
Your All-Night Record Man
KHON, Honolulu, Hawaii
HICKLING, LEE
Request Granted
WDOS, Oneonta, N. Y.
HICKOK, BILL
Alarm Clock Club
WXKW, Albany, N. Y.
HICKOK, LACEY
WBAC, Cleveland, Tenn.
HICKS, BOB
Time & Tune Parade
Merry Go Round
KLRA, Little Rock, Ark.
HIGGINS, CLYDE
WSTV, Steubenville, Ohio
HIGGINS, JIM
Here's Higgins
WWNY, Watertown, N. Y.
HIGHTOWER, BILL
Texas Time
KXOL, Fort Worth Texas
HIGLEY, BILL
Willy Wah
KBKW, Aberdeen, Wash.
HILDRETH, BOB
The Waxworks
WVCG, Coral Gables, Fla.
HILL, BOB
Platter Club
WANE, Ft. Wayne, Ind.
HILL, DAVID G.
Dave Hill Show
CKDA, Victoria, B. C., Canada
HILL, LARRY
Western Wax
WJCM, Sebring, Fla.
HILL, TED
KMUS, Muskogee, Okla.
HINDMAN BILL
Bill's Blue Room
WCOL, Columbus, Ohio
HINES, SOUPY
The Soupy Hines Show
WJW, Cleveland, Ohio
HIRSCH, WOODY
Wax & Relax With Woody
KBIZ, Ottomwa, Iowa
HITE, BOB
KWBG, Boone, Iowa

HIXSON, GLEN
Todays Top Tunes
WJAG, Norfolk, Nebr.
HODGES, GENE
Say It With Music
WHED, Washington, N. C.
HODGES, JIM
KWRO, Coquille, Oregon
HODGES, JOHN
Anything Goes
CJRL, Kenora, Ontario, Can.
HOFER, DAVE
Hymn Request
KRDU, Dinuba, Calif.
HOFF, HOLLIS
Homespun Harmony
KGDE, Fergus Falls, Minn.
HOFFARD, ALLEN
1570 Club
KFGR, Forest Grove, Oregon
HOGAN, ED
Tune Test
WFAA, Dallas, Texas
HOGAN, JAY
KRLD, Dallas, Texas
HOGAN, MARTY
Musical Merry Go Round
WCFL, Chicago, Ill.
HOGAN, MARTY
Stars On Parade
WJJD, Chicago, Ill.
HOGAN SPIKE
Friendly Trail
KXA, Seattle, Wash.
HOIPKEMIER, DALE
Melody Island
KADA, Ada, Okla.
HOLEN, DONALD
Your The Doctor
KRJF, Miles City Mont.
HOLIDAY, JOHNNY
Rise ' Shine
KOY, Phoenix, Ariz.
HOLLAND, BOB
WMOU, Berlin, N. H.
HOLLISTER, RIC
The Beachcomber
WOND, Pleasantville, N. J.
HOLLORAN, L. P.
1450 Club
KWBM, Williston, N. Dak.
HOLMES, JACK
Jack Holmes Show
WLOW, Norfolk, Va.
HOLMES, RICHARD
WILM, Wilmington, Del.
HOLT, DAN
WTCO, Campbellsville, Ky.
HOMMEL, BEN
WBLK, Clarksburg, W. Va.
HONAKER, RAY
Coffee Club
WSAP, Portsmouth, Va.
HOOVER, D. L.
WKSR, Pulaski, Tenn.
HOPKINS, BILL
Hop Time
KJR, Seattle, Wash.
HORN, BOB
KIMA, Yakima, Wash.
HORN, BOB
Valley Forge Stardust Time
WFIL, Philadelphia, Pa.
HORNBECKER, HARRY
Tel-A-Tune
KANA, Anaconda, Mont.
HORTON, ROBERT
Half Hour Of Harmony
WKTM, Mayfield Ky.
HORWOOD, J.
Musical Matinee
VOCM, St. John's, Nfld., Can.
HOUFBERG, HOLLY
Holly's Sun-Up Follies
KLIX, Twin Falls, Idaho
HOUGLUM, ROBERT L.
Swingshift
KIHR, Hood River, Oregon
HOUK, DON
WPTW, Piqua, Ohio
HOURIGAN, HAP
1st Call
WILS, Lansing, Mich.
HOUTZ, MARVIN
Old Top Rail
KMAN, Manhattan, Kans.
HOWARD, BOB
Music Room
WLEC, Sandusky, Ohio
HOWARD, BOB
House Party
WWSO, Springfield, Ohio
HOWARD, DON
KSDO, San Diego, Calif.
HOWARD, HERBERT
My Best To You
WJHL, Johnson City, Tenn.
HOWARD, PAUL
Paul Howard Show, Top O' Morning
WTRF, Bellaire, Ohio
HOWARD, W. J.
Midnight Son
WGRC, Louisville, Ky.
HOWARD, NED
WMAQ, Chicago, Ill.
HOWARD, WILLIAM T., JR.
Piedmont Special
WBTM, Danville, Va.
HOWELL, JACK
Off The Record
WPCF, Panama City, Fla.
HOYLE, SONNY
According To Hoyle, Hayloft Jamboree
WHKY, Hickory, N. C.
HUCKABA, DICK
Open House Party
WDSG, Dyersburg, Tenn.
HUDSON, FLOYD
KELD, El Dorado, Ark.
HUDSON, HARVEY
Harvey Hudson Show
WLEE, Richmond, Va.
HUDSON, RUBY STEIN
WHHM, Memphis, Tenn.
HUGGINS, HANK
Cornbread Matinee
WENK, Union City, Tenn.
HUGHES, CLAUDE
Sunny Side Of Street
KNEX, McPherson, Kans.
HUGHES, JACK
Merry-Go-Round
WBOW, Terre Haute, Ind.
HUGHES, TOM
Mail Bag
WSLS, Roanoke, Va.
HULL, DICK
Make Believe Danceland
WFRP, Savannah, Ga.
HUME, ART
Breakfast Show & Hume On The Range
WLYN, Lynn, Mass.
HUNKA, RON
Ron's Rendezvous
CHAB, Moose Jaw, Sask., Canada
HUNNICUT, CLIFF, JR.
Dancing Party
WJAT, Swainsboro, Ga.
HUNNICUTT, MIKE
Top of the Morning
WOL, Washington, D. C.
HUNT, RALPH
Coffeetime Musicale
WFAU, Augusta, Maine
HUNTER, AL
Town & Country
CFJR, Brockville, Ont., Can.
HUNTER, AL
KSDO, San Diego, Calif.
HUNTER, DAN
The Minute Man
WFDF, Flint, Mich.
HUNTER, STEVE
P. M. Getogether
WNDB, Daytona Beach, Fla.
HUNTLEY, CURLEY
Curley's Cornerib
WKLF, Clanton, Ala.
HURST, ED & GRADY, JOE
950 Club
WPEN, Philadelphia, Pa.
HURT, ZACK
KFJZ, Fort Worth Texas
HUSAK JOHN
This Is The Time
WKBB, Dubuque, Iowa
HUSING, TED
Ted Husing's Bandstand
WMGM, New York, N. Y.
HUTCHINSON, BILL
Waxworks
KPDN, Pampa, Texas
HUTCHINSON, HARDY
Flying Discs
KGMB, Honolulu, Hawaii
HUTCHINSON, RAY
Ray's Song Shop
WVET, Rochester, N. Y.
HVESTIS, LOWELL
Club 1240, Teen Topics, Best on Wax, Sweet & Lowell
CJRW, Summerside, Prince Edward Island, Canada
HYDEN BILL
Music On The Sunny Side
KRMG, Tulsa, Okla.

— I —

IDE, CARL
Jazz Revue
WNJR, Newark, N. J.
IHLENFELD, WARREN
Take It Easy
WISR, Butler, Pa.
IRVING, BOB
Irving Serving
WMAY Springfield Ill.
IRVING, JAY
Music for Moderna
KVON, Napa, Calif.
IRVING, PAUL
Midnight Flyers
WEDC, Chicago, Ill.
IVES, JIM
You Name It
WINR, Binghamton, N. Y.

— J —

JACKSON, BILL
The B. J. Show
WCOG, Greensboro N. C.
JACKSON, BOB
Please Play
KHUZ, Borger, Texas
JACKSON, DON
Hillbilly Heaven
KTBB, Tyler, Texas
JACKSON, JACK
Hillbilly Hit Parade
WGOV, Valdosta, Ga.
JACKSON, SANDY
Sandy Jackson Show
KOWH, Omaha, Nebr.
JACOBS, FRED
WNAH Nashville, Tenn.
JACOBSON, GENE
Musical Merrygoround
KFGR, Forest Grove, Oregon
JAGT, GUY VANDER
Sunnyside Of Street
WHTC, Holland, Mich.
JAMES, ALLAN
WRFD Worthington, Ohio

JAMES, BRIEN
Clockwatcher
KCRG, Cedar Rapids, Iowa
JAMES, DON
860 Club
KTRB, Modesto, Calif.
JAMISON, DICK
WDYK Cumberland, Md.
JANN, HARRY
The Platter Man
KFGO, Fargo, N. D.
JARVIS, AL
KLAC, Los Angeles, Calif.
JARVIS, JOHNNY
Breakfast Melodies
WJVA, South Bend Ind.
JARY, NORMAN
Club 1240
CJCS, Stratford, Ont., Canada
JEFFERS, "SLEEPY"
Magic Valley Jamboree
WTIP, Charleston, W. Va.
JENKINS, ROBERT E.
KGY, Olympia, Wash.
JENNINGS, GORDON
Hillbilly Fever
WKOY, Bluefield, W. Va.
JENSEN, FRED
Freddie's File
KXRN, Renton, Wash.
JENSEN, PAUL
Gloombusters
KOLN, Lincoln, Nebr.
JENSEN, RAN
Package From Parkers
WOC, Davenport, Iowa
JENSEN, WALT
Record Rendezvous
KSJB, Jamestown, N. Dak.
JESSEN, DICK
Requestfully Yours
WCVI, Connellsville, Pa.
JEWELL, JAMES
Yawn Club
KTBI, Tacoma, Wash.
JEWELL, WAYNE
Hub Cap Caravan
Eight O'Clock Date
WBBC, Flint, Mich.
JOBES, JAMES N.
Varsity Drag
KOFO, Ottawa, Kansas
JOHNS, OLIVER
Postcard Parade
KWSH Club
KWSH, Holdenville, Oka.
JOHNSON, ART
1340 Club
WLDY, Ladysmith, Wis.
JOHNSON, BILL
Dinner Bell
WROL, Knoxville, Tenn.
JOHNSON, BOB
Musical Clock
KFOR, Lincoln, Nebr.
JOHNSON, DICK
Swing Shift
WHLB, Virginia, Minn.
JOHNSON, IRWIN
Early Worm
WBNS, Columbus, Ohio
JOHNSON, JOHNNY
All Night Record Show
CKNW, New Westminster, B. C., Canada
JOHNSON, JOE
WPAQ, Mt. Airy, N. C.
JOHNSON, KIMBERLEY
Top Of The Morning
WLNA, Peekskill, N. Y.
JOHNSON LEN
Music Moods
WIKB, Iron River, Mich.
JOHNSON, LOU
KTOE, Mankato, Minn.
JOHNSON, RON
1230 Club
KALG, Alamorgordo, N. M.
JOHNSON, RON
Ye Olde Record Shoppe
WBEX, Chillicothe, Ohio
JOHNSON, ROOSEVELT
Roosevelt's Record Club
WERD, Atlanta, Ga.
JOHNSON, TED
Sleepyhead Ted
WXYZ, Detroit, Mich.
JOHNSON, TINY
Afternoon Jamboree
WLPO, La Salle, Ill.
JOHNSON, TRAVIS
Blue Dreamer
WIRK, W. Palm Beach, Fla.
JOHNSON, WALLY
Platter Parade
KFEQ, St. Joseph, Mo.
JOHNSTON, EDDIE
Record Shop
WTRF, Bellaire, Ohio
JOHNSTON, JOHNNY
The Ebony Express
WFEC, Miami, Fla.
JOHNSTON, PAUL
KGEZ, Kalispell, Mont.
JOHNSTON, WAYNE
KSET, El Paso, Texas
JOINER, JERRY
Good Yawnin' Joiner's Corner
WTOK, Meridian, Miss.
JONES, AL
Al Jones 's Show
WRR, Dallas, Texas
JONES, ARCHDALE
WBAL, Baltimore, Md.
JONES, BOB
Jones Junction
KFAB, Omaha, Nebr.
JONES, BOB
Groans By Jones
WGBC, Greensboro, N. C.
JONES, DANA
WBEC, Pittsfield, Mass.
JONES, "DOC"
Jones Boy
WBET, AM & FM, Brockton, Mass.
JONES, KEN
WHTN, Huntington, W. Va.
JONES, MAL
1010 Club
WAPF, McComb, Miss.
JONES, R. D.
On The Beam
KORA, Bryan, Texas
JONES, RALPH
Timekeeper
WMBG, Richmond, Va.
JORDAN, BILL
Polka Time
WDAD, Indiana, Pa.
JORDAN, BOB
WCUE, Akron, Ohio
JORDAN, TONY
Tony Jordan Show
KELK, Elko, Nev.
JOSEPH, EDDY
Eddy Joseph Show
Popular Music
WHLD, Niagara Falls, N. Y.
JOY, ART
Doug Pitch
KIEM, Eureka, Calif.
JOYCE, JOHNNY
WPAQ Mt. Airy, N. C.

— K —

KALBERER, GEORGE
Vacationland Calling
KDAL, Duluth, Minn.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KARRENBAR, BILL
WHBC, Canton, Ohio
KAUFFMAN TED
Record Rendezvous
WCMI, Ashland, Ky.
KAVANAUGH, DAN
Kavanaugh Kalling
WKRT, Cortland, N. Y.
KAY, ANDY
Top Of The Morning
KVEC, San Luis Obispo, Calif.
KAY BOB
Disk Jockey Contest
WAVE, Louisville, Ky.
KAY, LARRY
Moonlight Serenade
KCMJ, Palm Springs, Calif.
KAY, LARRY
Top O' Morning
WHAP, Hopewell, Va.
KAY, WALTER
Walt Kay Show
WDOK, Cleveland, Ohio
KERR, BOB
Afternoon Concert With Bob Kerr
CFCN, Calgary, Alberta, Can.
KESSENICH, RAYMOND
1470 Review
WBKV, West Bend, Wis.
KEYSER, WARREN
WILM, Wilmington, Del.
KEARNEY, GERRY
Tune Factory
WFEA, Manchester, N. H.
KEEP, BARNEY
Barney Keep Show
KEX, Portland, Oregon
KELMAN, ED
Record Time
KBMN, Bozeman, Montana
KELLER, NORM
WMOH, Hamilton, Ohio
KELLER, O. J., JR.
Juke Box Serenade
WTAX, Springfield, Ill.
KELLEY, LUTHER
KBST, Big Spring, Texas
KELLY, DAN
1400 Club
WRDO, Augusta, Maine
KELLY, TOM
WJMS, Ironwood, Mich.
KELPE, HENRY
KOIL, Omaha, Nebr.
KENNEDY, JOHN
Kennedy's Korner
KFYO, Lubbock, Texas
KENNEDY, LEE
WVIN, Olney Ill.
KENNEDY, MICHAEL
Musical Matinee
KTOW, Oklahoma City, Okla.
KENNEDY, TERRY
Spins And Needles
WBCK, Battle Creek, Mich.
KENT, ALAN
WOR, New York, N. Y.
KENT, BOB
By Request
WMEV, Marion, Va.
KENT, GEORGE
Kents Korner
WSAP, Portsmouth, Va.
KENT, GEORGE
Kent's Corner
WTAR, Norfolk, Va.
KENT, TONY
Sundialers, Club
KSMA, Santa Maria, Calif.
KIBBE, THOMAS
WHWB, Rutland, Vermont
KIBBY, GORDON
The Gordon Kibby Show
Knights Of The Turntable
WFUR, Grand Rapids Mich.

KIHN, ED
Noon Hour Clock
KHAS, Hastings, Nebr.
KIMBRELL, JAY
WRXO, Roxboro, N. C.
KING, BILL
Off The Record
KSVC, Richfield, Utah
KING, BOB
Night Editor
WNAX, Yankton, S. D.
KING, CHARLES
Time And The Place
WKAL, Rome, N. Y.
KING, FULTON
Coffee Pot
WTON, Staunton, Va.
KING, GLEN
KLX, Oakland, Calif.
KING, JIM
At Your Request
KDMO, Carthage, Mo.
KING, JOSH
Chum Valley
CHUM, Toronto, Ont., Canada
KING NELSON
Daily Hit Parade & Jamboree
WCKY, Cincinnati, Ohio
KING KO
King of the Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.
KING, PAUL
1400 Club
KKIN, Visalia, Calif.
KING, WALLACE
The Waly King Show
WATR, Waterbury, Conn.
KINNAMON, RAY
Ray Kinnamon Show
WATL, Atlanta, Ga.
KINNEY, BOB
Breakfast In Dixie
WDOD, Chattanooga, Tenn.
KIPPENBROCK, JAMES
Open House
KSFA, Nacogdoches, Texas
KIRBS, KEN
Kolleketions
WGAP, Maryville-Alcoa, Tenn.
KIRBY, ALBERT
Musical Party
WRGA, Rome, Ga.
KIRBY, TED
Hillbilly Hits
WZOB, Fort Payne, Ala.
KIRK, ROGER T.
Chicken House
WJNC, Jacksonville, N. C.
KIRVEN, ROY
Nite Hawk Show
WGCD, Chester, S. C.
KIRWAN, JIM
1350 Club
WNLK, Norwalk, Conn.
KISER, CHES
Moonlight Serenade
WWIN, Baltimore, Md.
KISER, JIMMY
Luncheon With Music
WSOC, Charlotte, N. C.
KITCHEN, CORKY
Melody Lane
WKLV, Blackstone, Va.
KJAR, JOE
Waxward Ho!
KSL, Salt Lake City, Utah
KLARKE, JOE
1540 Club
WATH, Athens, Ohio
KLAVAN, GENE
WTOP, Washington, D. C.
KNIEVEL, JOHN
Rocket Rhythms
KIMA, Yakima, Wash.
KNIGHT, FRANK
WARE, Ware, Mass.
KNIGHT, KEN
WTCO, Campbellsville, Ky.
KNIGHT, TOM
Dance Hour
WRHI, Rock Hill, S. C.
KOBAK, ED
Kobak's Korn
WTWA, Thomson, Ga.
KOCH, TOM
Long Thomas Show
CHUB, Nanaimo, B. C., Canada
KOESLING, LARRY
ABC Club
KCHA, Charles City, Iowa
KOHMEYER, ROBERT
Top Tunes
WKXY, Sarasota, Fla.
KOLTUN, RUTH
Club 1450
WJBO, Baton Rouge, La.
KOPLIN, MERT
Mert's Record Adventures
MBS
KOSAK, JOE
WVIN, Olney, Ill.
KOSTER, HERB
Krullers With Koster
Request Time
WKRT, Cortland, N. Y.
KOVACIC, FRANK
Jukebox Jamboree
KMVI, Wailuku, Maui, T. H.
KRAMER, CLAUDE
This 'N That
KARE, Atchinson, Kans., St. Joseph, Mo.
KRASNE, BYRON
By The By
KOLN, Lincoln, Nebr.
KRELL, FRED
Fred Krell Show
WSAM, Saginaw, Mich.
KROSKE, BILL
WMCK, McKeesport, Pa.
KRUSE, RUSS
Juke Box Review
KSDN, Aberdeen, S. D.
KULZ, ROBERT
Morning and Afternoon Roundup
WHBO, Tampa, Fla.
KUNZ, CARL J., JR.
WHAZ, Troy, N. Y.
KUREGER, RALPH
Coffee Time
WCSS, Amsterdam, N. Y.
KUTAN, DICK
Farm Market Jamboree
WSAL, Logansport, Ind.
KYLE, JACK
Night Flight
CKWX, Vancouver, B. C., Canada

— L —

LaBARR, FRANK
Music After Midnight
Musical Waiter
WBRE, Wilkes-Barre, Pa.
LABOE, ART
Teen Timers Matinee
KGFJ, Hollywood, Calif.
LACONI, JOE
1580 Club
WBUT, Butler, Pa.
LACY, JACK
Listen To Lacy
WINS, New York, N. Y.
LaFRANCHISE, CHARLIE
The Hop
KPOJ, Portland, Ore.
LaMAR, JACK
Housewives Serenade
WCAM, Camden, N. J.
LAMBERT, EDDIE
The E. L. Show
WEAT, Lake Worth, Fla.
LAMBERT, ROG
Insomnia Club
WSAM, Saginaw, Mich.
LaMERE, ROY
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.
LANDERS, BOB
Melody Ballroom
WFBR, Baltimore, Md.
LANDFEAR, DEAN
Off The Record
WMT, Cedar Rapids, Iowa
LANG, DAVID
Time-News-Temperature
WHLS, Port Huron, Mich.
LANGSTON, HARRY
Harry The Hoosier
WWCA, Gary, Ind.
LANTZ, CLIFF
Valley Bandstand
KREO, Indio, Calif.
LARICK, DWIGHT
Dance On Downbeat
WKOZ, Kosciusko, Miss.
LARKE, STAN
Mail Bag
CFOR, Orillia, Ont., Canada
LARSON, BEN
Happy Days
WRFW, Eau Claire, Wis.
LARSON, PAUL
Timekeeper
WNEB, Worcester, Mass.
LASK, BILL
Tumbleweed Tempos
KDDD, Dumas, Texas
LATHAM, GARRY
1400 Club
WJZM, Clarksvile, Tenn.
LAURENSEN, GARY
1240 Club
KSUE, Susanville, Calif.
LAVERTY, BOB
Yours By Request
KWSD, Mt. Shasta, Calif.
LAWRENCE, BOB
Bob Lawrence, Show
KVIC, Little Rock, Ark.
LAWRENCE, LAWRENCE Q.
Lawrence Q. Lawrence Show
WCOP, Boston, Mass.
LAWRENCE, MILTON
We Say Good Night
WSGN, Birmingham, Ala.
LAWSON, RALPH
Hill Billy Jump
WZIP, Covington, Ky.
LAYTON, DOUG
Platter Parade
WAUD, Auburn, Ala.
LEA, ROD
After Hours
WWOD, Lynchburg, Va.
LEA, ROGER
WDVA, Jamboree
WDVA, Danville, Va.
LEACH, ROBERT E.
WPGW, Portland, Ind.
LEAZOR, PERRY (NEGRO)
1490 Club
WSTP, Salisbury, N. C.
LEBBY, BARBARA
Melody Shop
WACB, Kittanning, Pa.
LEE, AL
Music Ala Lee
KVMV, Twin Falls, Idaho
LEE, BOB
Melody Time
WPEO, Peoria, Ill.
LEE, BRUCE
WHIT, New Bern, N. C.

LEE, HARRY
Coffee Shop
WMID, Atlantic City, N. J.
LEE, MIKE
WEDO, McKeesport, Pa.
LEE, TOM
Dance Time
WMRA, Myrtle Beach, S. C.
LEFFINGWELL, JOHN
WNLC, New London, Conn.
LeGOFF, JACK
Jack LeGoff Show
WFMJ, Youngstown, Ohio
LEHNHOFF, HENRY
UMPapa
KWED, Seguin, Texas
LEIGHTON, JERRY
Datin' With Leighton
WSAZ, Huntington, W. Va.
LEITCH, BOB
Rise 'N Shine
CKOC, Hamilton, Canada
LENAY, WILL
Will Lenay Show
WSAI, Cincinnati, Ohio
LENUSON, DICK
KBUN, Bemidji, Minn.
LEONARD, BOB
Club A.M.
WBIS, Bristol, Conn.
LESTER, JACK
Jack Lester Show
WENR, Chicago, Ill.
LESTER, MICKEY
Mickey Lester Show
CKEY, Toronto, Ont., Canada
LETCHER, SKIP
Skip Letcher Show
CHVC, Niagara Falls, Ont., Canada
LEVITT, AL
Let's Get Acquainted
KEEN, San Jose, Calif.
LEVITT, BOB
Bob's Curfew Club
KTRB, Modesto, Calif.
LEWIS, FRED
Coffee For Two
WJNO, W. Palm Beach, Fla.
LEWIS, HAL
J. Akuhead Pupule
KHON, Honolulu, Hawaii
LEWIS, JIMMY
Jimmy Lewis Show
KNUZ, Houston, Texas
LEWIS, MILT
WIBC, Indianapolis, Ind.
LEWIS, RALPH
930 Club
WTAD, Quincy, Ill.
LEWIS, ROBERT Q.
Robert Q.'s Waxworks
CBS
LEYDEN, BILL
The Bill Leyden Show
KFWB, Hollywood, Calif.
LEZOTTE, GEORGE
Mid-Day Serenade
WAVZ, New Haven, Conn.
LIBUTTI, GEORGE
Melody Matinee
WRNY, Rochester, N. Y.
LILLIBRIDGE, SAMMY
KCLW, Hamilton, Texas
LINDAMOOD, RONNIE
Morning Mailbag
WYVE, Wytheville, Va.
LINDLEY, BOB
Rumpus Room
KELP, El Paso, Texas
LINDSAY, BILL FRANK
Soap 'n The Saddle
KELT, Electra, Texas
LINDSAY, JAMES
Listen With Lindsay
KRIC, Beaumont, Texas

LINEBERRY, WARREN
WBOB, Galax, Va.
LINKOUS, MEL
Saturday Dance Party
WSLS, Roanoke, Va.
LINN BANDEL
At Home With Bandel Linn
WSPB, Sarasota, Fla.
LINN, CLARE
Clare "Shoulders" Linn
WKMH, Dearborn, Mich.
LINN, KEN
Music Room
WLW, Cincinnati, Ohio
LINN, PHILLIP
KWRO, Coquille, Oregon
LINTON, PETE
Pete's Pop Parade
KNOE, Monroe, La.
LIPTON, JOE
Late Riser's Reveille
WANS, Anderson, S. C.
LISLE, KENN
WPRC, Lincoln, Ill.
LITCHFIELD, LITCH
Uncle Litch Daybreak Jamboree
WKBC, N. Wilkesboro, N. C.
LITTLE, IDA
Little Ida Time
WTOB, Winston-Salem, N. C.
LITZINGER, RAY
Melody Club
KIT, Yakima, Wash.
LLOYD, BOB E.
Bob E. Lloyd Show
WTHT, Hartford, Conn.
LLOYD, FRED
Breakfast Fracas
KOMO, Seattle, Wash.
LOCKHART, JOHN
Off The Record
KRSN, Los Alamos, N. Mexico
LOCHNER, ART
You Ask For It
WLEA, Hornell, N. Y.
LOCKWOOD, GLEN
Record Party
KOOK, Billings, Mont.
LOEBE, BARNEY
Uncle Barney
WNAG, Grenada, Miss.
LOGAN, BILL
1310 Club
KOKX, Keokuk, Iowa
LOMAX, KEN
KUGN Carousel
KUGN, Eugene, Oregon
LOMKE, DAVE
Club 600
KSBJ, Jamestown, N. Dak.
LONG, BUCK
Buck's Back Room
WABB, Mobile, Ala.
LONG, ELMER
Moments Of Melody
WVCH, Chester, Pa.
LONG, KENNETH
Late Riser's Club
WGAN, Portland, Maine
LONG, MATT
Open House
KGB, San Diego, Calif.
LONGACRE, JAY
Teen Time Tantrums
WBAT, Marion, Ind.
LONGWORTH, WM.
Musical Matinee
WGBI, Scranton, Pa.
LOPEZ, JOE
Memory Song Man
WIOD, Miami, Fla.
LOUDEN, ROD
Magic In Music
KPOJ, Portland, Oregon

LOUTHER, JOHN
Timekeeper Show
WKAL, Rome, N. Y.
LOUNSBERRY, JIM
Record Shop
WIND, Chicago, Ill.
LOWE, JACKSON
Jackson Lowe Program
WINX, Washington, D. C.
LOWE, JIM
The Lowe Down
WENR, Chicago, Ill.
LOWE, WALT
Disc Jockey Jamboree
KSUB, Cedar City, Utah
LOWERY, BILL
Let's Have Fun
WGST, Atlanta, Ga.
LOWREY, BYRON
Coffee Club
KWTX, Waco, Texas
LOWRY, KEN
Pop O the Morning
WGTA, Summersvile, Ga.
LOWRY, MICKEY
Mickey's Madhouse
WGTA, Summersville, Ga.
LOWRY, ROBERT A.
13-20 Club
KVMC, Colorado City, Texas
LOYE, DAVID
KOCY, Oklahoma City, Okla.
LOZIER, JACK
General Store
KRIS, Corpus Christi, Texas
LUCAS, BEN
Talk Of Town
WRGA, Rome, Ga.
LUCAS, MARK
Mark & Remarks
WTNS, Coshocton, Ohio
LUDKA, JOE
Your Favorite & Mine
KREL, Baytown, Texas
LUECK, KEN
Best on Wax
WNDB, Daytona Beach, Fla.
LUKENS, NED
Jack the Bellboy
WEAS, Atlanta-Decatur, Ga.
LUNDBERG, WYN
Melody Mill
KRVN, Lexington, Nebr.
LUNDQUIST, VERNON
620 Club
WROL, Knoxville, Tenn.
LUPO, JIM
Juke Box Review
WLAQ, Rome, Ga.
LUPTON, JOHN
Lupton's Matinee & Spinner Sanctum
WLAN, Lancaster, Pa.
LYNCH, BILL
Bill Lynch Show
WRYO, Rochester, Pa.
LYNN, BOB
Bob Lynn Show
WWPB, Miami, Fla.
LYNN, DAVE
Yawn Patrol
WGAP, Maryville-Alcoa, Tenn.
LYNN, JACK
Morning Watch
KVER, Albuquerque, N. Mex.
LYNN, JAMES
Melody Manor
WVCH, Chester, Pa.
LYNN, RONNY
Melody Range
WKNX, Saginaw, Mich.
LYON, EDISON
Melody Round-Up
KWLK, Longview, Wash.

LYON, JOHN
Lyon's Den
WBBQ, Augusta, Ga.
LYONS, JIMMY
Discapades
KNBC, San Francisco, Calif.

— Mc —

McALLISTER, DON
Yours Sincerely
WDBO, Orlando, Fla.
McANULTY, BOB
Record Party
KWJJ, Portland, Ore.
MacBRIAR, WALLACE
1240 Spot
WJON, St. Cloud, Minn.
McBRIDE, GORDON
Littlefork Calling
CFKI, Fort Frances, Ontario, Canada
McBRIDE, LESTER
KGLU, Safford, Ariz.
McCALL, EARL
Cavalcade of Music
KVLF, Alpine, Texas
McCALL, GEORGE
Request On Call
Spins & Needles
WEEU, Reading, Pa.
McCALL, JACK
KSYL, Alexandria, La.
McCANN, BOB
Wax Works
KBMY, Billings, Montana
McCANN, TOM
Easy Listening
KJR, Seattle, Wash.
McCARL, BOB
Poor Bob's Almanac
KRNR, Roseburg, Oregon
McCARTHY, LARRY
WJBB, Haleyville, Ala.
McCARTHY, RED
Platter Chatter
WHGB, Harrisburg, Pa.
McCARTY, BOB
920 Club
KFXJ, Grand Junction, Colo.
McCAULEY, JOE
Dawn Patrol
WIP, Philadelphia, Pa.
McCLEAN, PHIL
WERE, Cleveland, Ohio
McCLENDON, RAY
Platter Paradise
WGSV, Guntersville, Ala.
McCOY, RONNIE
KFEL, Kilocycle Club
KFEL, Denver, Colo.
McCULLOUGH, DICK
WRFC, Athens, Ga.
McCULLOUGH, SCOT
Disc Derby
KXXX, Colby, Kansas
McCUTCHAN, KEN
Spinners Sanctum
WIKY, Evansville, Indiana
McDANIEL, GRANT
Candlelight Serenade
KDSH, Boise, Idaho
McDANIELS, "ACE"
Trailers Trails
KALE, Richland, Wash.
McDANIELS, WINFRED
Mac At The Record Rack
KLFY, Lafayette, La.
McDEVITT, LEO
1230 Club
WBSM, New Bedford, Mass.
McDONALD, AL
Al Mac's Music-Al
KOTA, Rapid City, S. Dak.
McDONALD, HOWARD
KXLQ, Bozeman, Montana
McDONALD, RUSTY
KSWO, Lawton, Okla.
McDOWELL, FRED
Fred Mack Show
CKOK, Penticton, B. C., Can.
McDOWELL, LYNN
WJBB, Haleyville, Ala.
McENANEY, JAMES
WNLC, New London, Conn.
McFADDEN, A. T.
A. T.'s Night Club (Colored)
WPLI, Jackson, Tenn.
McFADDEN, JIM
Call A Tune
KGEM, Boise, Idaho
McFARLAND, HARRY
Teen Time Tunes
KSIW, Woodward, Okla.
McFARLANE, MONTY
Monty's Music
WJOR, Vancouver, B. C., Can.
McGARRY, MAC
Mac McGarry Show
WRC, Washington, D. C.
McGAVIN, BOB
Midnight Special
CFRN, Edmonton, Alberta, Canada
McGILL, LAWRENCE
1240 Club
WFTM, Maysville, Ky.
McGREW, DANGEROUS DAN
WLBG, Laurens, S. C.
McGUIRE, CHARLES
The Digger Show
WOPI, Bristol, Tenn.
McGUIRE, MAC
Start The Day Right-Matinee McGuire
WIP, Philadelphia, Pa.
McGUREN, MAC
Concert Musicale
KGDE, Fergus Falls, Minn.
McHALE, BOB
Polka Party
WSCR, Scranton, Pa.
McHALE, LARRY
Mac's Mansions
KALB, Alexandria, La.
McINTIRE, RUSS
Platter Party
WSTP, Salisbury, N. C.
McINTOSH, HUGH
Club 1350
KRLC, Lewiston, Idaho
McKASSON, CHUCK
Hillbilly Jamboree
WGBF, Evansville, Ind.
McKAY, JAMES
Melody Time
WFEB, Sylacauga, Ala.
McKAY, KEITH
CFJR, Brockville, Ont., Can.
MacKECHNIE, BILL
Timeteller
WALT, Tampa, Fla.
McKEE, BOB
WQXI, Atlanta, Ga.
McKEEHAN, BOB
Arizona Hayride
KCNA, Ariz.
McKENZIE, ED
Jack The Bellboy
WJBK, Detroit, Mich.
McKINNON, BOB
1050 Club
WRFS, Alexander City, Ala.
McLAUGHLIN, BOB
KLAC, Los Angeles, Calif.
McLEAD, D.
"Hell" Alley Band Wagon
CFOS, Owen Sound, Ont., Can.
McMASTERS, JAY
WMEX, Boston, Mass.
MacMILLAN, ERNEST, SIR
Sir Ernest Plays Favorites
CKEY, Toronto, Ont., Canada
McMILLAN, VALERIE
KSL, Salt Lake City, Utah
McMILLEN, JIM
WCKB, Dunn, N. C.
McNAMARA, FRANK
Frank McNamara Show
WMNB, North Adams, Mass.
McNEALL, CHUCK
KCLS, Flagstaff, Ariz.
McNEELEY, MARTY
McNeeley & Music
WJR, Detroit, Mich.
McNEIL, DEAN
Blues At Sunrise (Negro Pgm.)
KWBC, Ft. Worth, Texas
McNEIL, ROBIN
Insomnia Inc.
CJCH, Halifax, N. C., Canada
McNEILLY, JOE
Mailbox Roundup
WSFC, Somerset, Ky.
McVEAN, BILL
Smoke Rings
CKOC, Hamilton, Canada

— M —

MACK, BILL
Bill Mack Show
KWFT, Wichita Falls, Texas
MACK, BILL
Denemark Music Time
WEDC, Chicago, Ill.
MACK, JIMMY
WHFB, Benton Harbor, Mich.
MACK, JOHNNY
All Request Jamboree
KBOA, Kennett, Mo.
MACRAE, JOHN
WABI, Bangor, Maine
"THE MAD IRISHMAN"
WIMS, Michigan City, Ind.
MADDON, EDWARD
WLBR, Lebanon, Pa.
MAGEE, ROGER
Off The Record
WWNR, Beckley, W. Va.
MAGILL, MAURY
Maury Magill Show
WBBW, Youngstown, Ohio
MAHL, JACK
On The Town
WKBW, Buffalo, N. Y.
MAHONEY, JOHN
Bandstand
WJTN, Jamestown, N. Y.
MAHONEY, WM.
Record Rack
WNCC, Barnesboro, Pa.
MAILLET, CHUCK
Tik Tok Club
WFLO, Farmville, Va.
MAIN, RALPH
Requestfully Yours
KXGN, Glendive, Mont.
MAINZ, JOE
KEBE, Jacksonville, Texas
MALCOLM, BERNARD
Best On Wax
WLNA, Peekskill, N. Y.
MALLORY, TROY
Red, Hot N' Blues
KTBS, Shreveport, La.
MALONEY, JERRY
Maloney At The Mike
WTRC, Elkhart, Ind.
MALTAIS, NORMAND
CKCV, Quebec, Canada
MALTZ, MILTON
Cass Kaid
WKHM, Jackson, Mich.
MANCHESTER, DOUG
CKBB, Barie, Ont., Canada

MANFRIN, JIM
WSPC, Anniston, Ala.
MANNING, RAY
The Ray Manning Show
KSTL, St. Louis, Mo.
MAPHET, DICK
Dream Time
KTMS, Santa Barbara, Calif.
MARION, ARMAND
Les Amis De Charlotte
CKVL, Verdun, Que., Canada
MARKLE, TINY
Factory Whistles
WAVZ, New Haven, Conn.
MARSHALL, CURT
Dee Jay Open House
WCRA, Effingham, Ill.
MARSHALL, JERRY
The Music Hall
WNEW, New York, N. Y.
MARSHALL, ROBERT
Record Jury
WGBS, Miami, Fla.
MARTIN, BOB
Record Roundup
WALT, Tampa, Fla.
MARTIN, BOB
Martin's Matinee
WMUR, Manchester, N. H.
MARTIN, CHUCK
Dancing In The Dark
WGAU, Athens, Ga.
MARTIN, ED
Martin's Music Shop
WBBB, Burlington, N. C.
MARTIN, GEORGE
WKSR, Pulaski, Tenn.
MARTIN, JOE
Jolly Joe Show
Musical Almanac
KMMJ, Grand Island, Neb.
MARTIN, JOHNNY
WLOU, Louisville, Ky.
MARTINEZ, AL
Discapades
WKIP, Poughkeepsie, N. Y.
MARVIN, ED
Best On Wax
WOCB, W. Yarmouth, Mass.
MASI, MARIE
Rhythm Parade Time
WHBI, Newark, N. J.
MASINGILL, LUTHER
Sun Dial and Loafin' with Luther
WDEF, Chattanooga, Tenn.
MASON, BUD
News and Music Time
WBTA, Batavia, N. Y.
MAST, BENNY
Hillbilly House Party
WATA, Boone, N. C.
MATHEWS, PETE
Rise And Shine
WSAZ, Huntington, W. Va.
MATTHEWS, SAM
Rural Rhythm
KGKB, Tyler, Texas
MATHEWSON, DON
Don's Showcase
WAMS, Wilmington, Del.
MATTISON, HANK
Hillbilly Hit Parade
KRHD, Duncan, Okla.
MAUNSELL, DAVE
Coke Party
WSKI, Montpelier, Vt.
MAXWELL, BOB
Bob Maxwell
WWJ, Detroit, Mich.
MAY, MIKE
Platters For Your Pleasure
WCSI, Columbus, Indiana
MAYALL, GENE
Melody Time
WBYS, Canton, Ill.

MAYER, BILL
Mayer Of The Morning
WGAR, Cleveland, Ohio
MAYO, BEN
WHIN, Gallatin, Tenn.
MAYRAND, WARD
Midday Matinee-Rhythm Romp
WHAK, Rogers City, Mich.
MEACHAM, TOM
WJIG, Tullahoma, Tenn.
MEARIAN, MIKE
Club 1080
WXRA, Buffalo, N. Y.
MEDINA, ALEJANDRO
Producer of Spanish Programs
KBMX, Coalings, Calif.
MELODY, JOE
Spins And Needles
KBKI, Alice, Texas
MELTON, BAIRD
Early Birds
KENI, Anchorage, Alaska
MELTON, DAVE
Melton's Mad House
KOEL, Oelwein, Iowa
MENKE, ED
Yawn Patrol
WISR, Butler, Pa.
MENTZER, EARL
Turn Table Time
WJEC, Hagerstown, Md.
MERCHANT, BILL
Breakfast Turntable
WKBZ, Muskegon, Mich.
MERRILL, JACK
Relay Quiz
KOLS, Pryor, Okla.
MERRY, DEAN
Dream Dust
WESB, Bradford, Pa.
MESSER, NORM
WKXL, Concord, N. H.
METHVEN, JEFF
Musical Clock
KPLT, Paris, Texas
METZ, DON
Wake Up Singing
KVOL, Lafayette, La.
MEYERLING, LARRY
KUBC, Montrose, Colo.
MEYERS, DON
WFIN, Findlay, Ohio
MEYERS, ED
Country Style
Tops In Music
KMMJ, Grand Island, Neb.
MEYERS, JACK
WOW, Omaha, Nebr.
MICHAEL, JAY
Jay Michael Show
WPIT, Pittsburgh, Pa.
MICHAEL, ROBERT
Variety Matinee
WRTA, Altoona, Pa.
MILES, JOE
Announcer-Engineer
WMNC, Morganton, N. C.
MILLER, BILL
Top O Morning
KLKC, Parsons, Kans.
MILLER, BRUCE
WKRG, Mobile, Ala.
MILLER, CLIFF
Matinee with Miller
KBUC, Corona, Calif.

MILLER, DAVID L.
B. June 18, 1911, New York City, N. Y.; Bar 93 Ranch, WPAT; Dave Miller Show, WPAT; Record Room, WPAT; Off the Record—Art Ford, WPIX.

MILLER, DICK
The Ole Hep Cat
WRBC, Jackson, Miss.

MILLER, DON
KNUJ, New Ulm, Minn.
MILLER, ED
Musical Nitecap
WKNA, Charleston, W. Va.
MILLER, GENE
Record Rodeo
KOVE, Lander, Wyo.
MILLER, GEORGE
Mystery Matinee
KADA, Ada, Okla.
MILLER, HOWARD
H. M. Show
WIND, Chicago, Ill.
MILLER, IRV.
Requestfully Yours
WDLB, Marshfield, Wis.
MILLER, LEROY
The LeRoy Miller Club
WFIL, Philadelphia, Pa.
MILLER, RICK
KWBW, Hutchinson, Kans.
MILLER, ROSS
Juke Box Jingles
WTIC, Hartford, Conn.
MILLER, TED
WBEC, Pittsfield, Mass.
MILNER, ART
Record Shop
WHIM, Providence, R. I.
MILSOP, JOSEPH
Joe's Show
WCPA, Clearfield, Pa.
MILTON, BOB
Bob Milton Show
KGLO, Mason City, Iowa
MIMS, BILL
The Yawn Patrol
WATL, Atlanta, Ga.
MIMS, SLIM
Uncle Ugly
WJMX, Florence, S. C.
MITCHEL, BILL
Mitchell's Musical Morning
WRBL, Columbus, Ga.
MOFFATT, RALPH
Nite Notes
WDGY, Minneapolis, Minn.
MODELAND, VERN
KWBG, Boone, Iowa
MOHER, BILL
Friendly Time
WDAY, Fargo, N. Dak.
MOLINARO, LARRY
Polka Party
WNAR, Norristown, Pa.
MONACO, DEL
WUSJ, Lockport, N. Y.
MONROE, JOHN
Ayem Mayhem — Camptown Radio
KENT, Shreveport, La.
MONSON, PAUL
Melody Express
WMAS, Springfield, Mass.
MONTGOMERY, JOHN
WICC, Bridgeport, Conn.
MONTGOMERY, PAUL
Morning Musicale
WNAO, Raleigh, N. C.
MOON, DICK
KWBB, Wichita, Kans.
MOONEY, FRANK
WHUM, Reading, Pa.
MOONEY, JESS
Morning Varieties
WDAR, Savannah, Ga.
MOORE, JERRY
Rise and Shine
WKOK, Sunbury, Pa.
MOORE, RICHARD
KGFF, Shawnee, Okla.
MORAGA, PEDRO
Melodias Mananeres
KIFN, Phoenix, Ariz.

MORE, UNCLE TOM
Uncle Tom's Jamboree
WNOX, Knoxville, Tenn.
MORELAND, HARRY A.
Cuz Coffee Club
KCRV, Caruthersville, Mo.
MORELLI, HAL
Wake Up & Live
KOCS, Ontario, Calif.
MORGAN, BOB
Music Shop
Best On Wax
WMBO, Auburn, N. Y.
MORGAN, HAL
Musical Inn, Morgan's Manor
WGAR, Cleveland, Ohio
MORGAN, STAN
Rise 'n Shine
WARA, Attleboro, Mass.
MORISSEY, TOM
Dance Time
WNAG, Grenada, Miss.
MR. MORNING
Mr. Morning
WCOL, Columbus, Ohio
MORRIS, BILL
Studio Party
WLAQ, Rome, Ga.
MORRIS, CHUCK
KMO, Tacoma, Wash.
MORRIS, JAMES
Ranchers Hour
KLMX, Clayton, New Mexico
MORRIS, LEROY
RFO—1230
WEAR, Pensacola, Fla.
MORRIS, ROY
Yrs. Til Midnite
WAGC, Chattanooga, Tenn.
MORRISSEY, WILLIAM S.
WCCM, Lawrence, Mass.
MORROW, JACK
WIBC, Indianapolis, Ind.
MORSE, CHUCK
KGEZ, Kalispell, Mont.
MORTIMER, AL
Off The Record
WRAK, Williamsport, Pa.
MOSES, BOB
Night Watch
KFYR, Bismarck, N. D.
MOTT, BOB
Music for You
KFXM, San Bernardino, Calif.
MOUNTEER, JOHN
850 Club
WXKW, Albany, N. Y.
MOWERS, ROBERT
Spinner's Sanctum
WGAN, Portland, Maine
MOYLE, WILL
Musical Clock
WWPA, Williamsport, Pa.
MUCCI, JOHN
Moonlight Serenade
WKOP, Binghamton, N. Y.
MUELLER, RALPH
Time & Tunes
WHBO, Tampa, Fla.
MULLALLY, DON
Caledonia Capers
WTWN, St. Johnsbury, Vt.
MULLINAX, WALLY
Ebony Swing Club
WESC, Greenville, S. C.
MULLINS, MOON
Moon's Music
WJMO, Cleveland, Ohio
MUNDEN, GROVER
740 Club
WMBL, Morehear City, N. C.
MUNRO, RED
Fun Dial
WTMA, Charleston, S. C.
MUNROE, GEORGE
Musical Eye Opener
KFDM, Beaumont, Texas
MUNT, PAUL
KBON, Omaha, Nebr.
MURDOCK, JIM
The Lazy Hour
KCKY, Coolidge, Ariz.
MURPHEY, DAN
Mid-Day Melodies
KTEL, Walla Walla, Wash.
MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.
MURPHY, AL
CFBC, St. John, N. B., Can.
MURPHY, DAVE
Dave Murphy Show
WSPB, Sarasota, Fla.
MURPHY, ED
Timekeeper
WSYR, Syracuse, N. Y.
MURPHY, JOHN (PAT)
WREV, Reidsville, N. C.
MURPHY, TOM
Musical Circus
WGKV, Charleston, W. Va.
MURRAY, HUGH
Bernies, Bandwagon
KYOS, Merced, Calif.
MURRAY, JOHNNIE
Murray At One
Murray-Go-Round
WMAK, Nashville, Tenn.
MURRAY, PAT
Words & Music
CFPL, London, Ontario, Can.
MURRAY, ROY
Murray-go-Round
WATR, Waterbury, Conn.
MURRAY, HAL
Ole Hired Hand
WSKY, Asheville, N. C.
MUSIC, REX
KSO, Des Moines, Iowa
MUXFELD, FRED
Twin City Turn Tables
WJBC, Bloomington, Ill.

— N —

NABORS, TED
Top O' The Morning
KTHT, Houston, Texas
NAPIER, BYRON
Night Watch
KCRC, Enid, Okla.
NAUGHTON, RUSS
Shoppers Special
WDRC, Hartford, Conn.
NAUGLE, DAVE
KFJZ, Fort Worth, Texas
NAYLON, LARRY
Requestfully Yours
KOPO, Tuscon, Ariz.
NEAL, BILL
Yawn Patrol
WCAV, Norfolk, Va.
NEAL, BOB
Bob Neal's Farm
WMPS, Memphis, Tenn.
NEELD, HUGH
Club 1230
KSEY, Seymour, Texas
NEILAN, RAY
Request Matinee
WKNB, New Britain, Conn.
NEILL, JIMMIE
Spinner's Sanctum
KVER, Albuquerque, N. Mex.
NEIME, WALDER
Breakfast Club
WMBL, Morehead City, N. C.
NELSKOG, WALLY
Wally's Music Makers
KRSC, Seattle, Wash.
NELSON, ART
Sunny-Side-Up
KLIF, Dallas, Texas
NELSON, CHAS.
Requestfully Yours
WFBG, Altoona, Pa.
NELSON, CY
Half Music-Half Nelson
WGIL, Galesburg, Ill.
NELSON, ED
KTOE, Mankato, Minn.
NELSON, JACK
590 Club
WLVA, Lynchburg, Va.
NESBITT, BARRY
Breakfast with Barry
CKFH, Toronto, Ont., Canada
NETTLETON, DICK
At Your Command
KVAN, Vancouver, Wash.
NEWMAN, BERNIE
Breakfast Party
WENE, Binghamton-Endicott, N. Y.
NEWMAN, JAMES A.
Tops in Pops—Nonsense With Newman
KFAL, Fulton, Mo.
NEWSOM, OSCAR
Rise & Shine
WWGS, Tifton, Ga.
NEWSOME, BUCK
Melody Corner
KYMA, Yuma, Ariz.
NEWSOME, GIL
Bandstand Revue and First Five
KWK, St. Louis, Mo.
NEWTON, GAY RICHARD
Classical Music
KELT, Electra, Texas
NIAGRO, JOE
Anything But Swing
WIBG, Philadelphia, Pa.
NICHOLS, NICK
Rhythm Ranch
WPLA, Plant City, Fla.
NICHOLSON, JOHN
Club 120
WTMC, Ocala, Fla.
NIDIFFIER, RANDOLPH
WBEJ, Elizabethton, Tenn.
NIERSBACH, BILL
Breakfast With Bill
WKBV, Richmond, Ind.
NIGOCIA, HARRY
Mid-Day Serenade
WJBW, New Orleans, La.
NILES, DAVID
Music You Want
WEVD, New York, N. Y.
NOBLE, BOB
Breakfast with Bob
WSAV, Savannah, Ga.
NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.
NOEL, MICHEL
CKAC, Montreal, Canada
NOLAN, TIM
Sundial
KXYZ, Houston, Texas
NOLAN, TOM
Crossroad Store
WGLS, Decatur, Ga.
NORDSTROM, KEN
WPBC, Minneapolis, Minn.
NORGARD, BOB
Polka Time
WFRO, Fremont, Ohio
NORMAN, GENE
The Gene Norman Show
KFWB, Hollywood, Calif.
NORMAN, ROBERT
Mailbag Matinee
WHDL, Olean, N. Y.

NORMAN, RUSS
Traffic Jamboree
KING, Seattle, Wash.
NORMAN, STAN
Hits & Encores
KTUC, Tucson, Ariz.
NORRIS, RANDY
Random Ranch
KEYD, Minneapolis, Minn.
NORTH, PETER
Rise and Shine
CJCS, Stratford, Ont., Canada
NORVAL, BUD
Breakfast Serenade
WFOR, Hattiesburg, Miss.
NOVEL, J. WALTER
Popular Tune Time
KDJV, Sanger, Calif.
NOVELLO, MIKE
Mailbox
WLEE, Richmond, Va.
NUGENT, JACK
Jack's Juke Box
KASM, Albany, Minn.

NUSBAUM, MORT
WHAM, Rochester, N. Y.

— O —

O'BANNON, GENE
680 Music Shop
KABC, San Antonio, Tex.
O'BRIAN, DONALD P.
Western Jamboree
Ten Ten Club
KCHI, Chillicothe, Mo.
O'BRIEN, DAVE
Relay Quiz
WDXI, Jackson, Tenn.
O'BRIEN, JIM
Morning Jamboree
WMRO, Aurora, Ill.
O'BRIEN, TOM
Club 93
WPAT, Paterson, N. J.
O'DONNELL, BOB
Insomnia Inn
WSYR, Syracuse, N. Y.
OINCHAS, MANNY
Fiesta Time
KTKT, Tucson, Ariz.
OLBERTS, LEO
Hillbilly Hits
KALB, Alexandria, La.
OLINGER, DICK
Musical Clock
WDAD, Indiana, Pa.
OLIVE, GRAY
Toast and Coffee
WWOD, Lynchburg, Va.
OLIVER, JERRY
Open House
KRXL, Roseburg, Ore.
OLSON, BOB
WJMS, Ironwood, Mich.
OLSON, DWIGHT
Hit Tunes
WJPS, Evansville, Ind.
OLSON, NATE
Music of The West
KOOS, Coos Bay, Oregon
O'NEILL, DICK
Melody & Rhythm Time
WCVS, Springfield, Ill.
O'NEILL, JOHNNY
WREV, Reidsville, N. C.
O'REILLY, MIKE
Atomic Boogie
WJXN, Jackson, Miss.
OSBORN, OZZIE
WFBM, Indianapolis, Ind.
OSTBERG, BOB
1580 Club
WFGM, Fitchburg, Mass.

OUTLAW, DICK
WILM, Wilmington, Del.
OWEN, ALAN
Music Room
WMID, Atlantic City, N. J.
OWENS, LARRY
Just Records
WTOD, Toledo, Ohio
OWENS, TOM
1330 Club
KFH, Wichita, Kans.

— P —

PACE, BOB
Musical Roundup
KCTX, Childress, Texas
PACKARD
Early Risers Club
KMOD, Modesto, Calif.
PAGE, ELLIOT
Saturday Date
WSKI, Montpelier, Vt.
PAGE, SAM
Page's Party
WNBF, Binghamton, N. Y.
PAIGE, ERIK
850 Club
WCAV, Norfolk, Va.
PAINTER, DICK
After Hours Stuff
KVGB, Great Bend, Kansas
PALLAN, ART
Record Hits
WWSW, Pittsburgh, Pa.
PALMER, DUKE
Remember
KBOR, Brownsville, Texas
PALMER, JAMES
Musical Showcase
KSIM, Sikeston, Mo.
PALO, GEORGE
KBUN, Bemidji, Minn.
PAQUETTE, PIERRE
A Chaque Refrain, son Histoire
CJBR, Rimouski, Quebec, Can.
PARCHMAN, EARLE
WJIM, Lansing, Mich.
PARKE, TOM
KWTC, Barstow, Calif.
PARKER, AL
Anything Goes
WJJD, Chicago, Ill.
PARKER, DAN
WTUX, Wilmington, Del.
PARKER, EDDIE
Morning Express
WKGN, Knoxville, Tenn.
PARKER, ERIC
570 Club
WMAM, Marinette, Wis.
PARKER, JOHN
Parker's Playhouse
WBTM, Danville, Va.
PARKER, KEN
1250 Club
WDVA, Danville, Va.
PARKER, PAUL
The Double P Show
WGNI, Wilmington, N. C.
PARKER, ROYAL
Royal Record Review
WASA, Havre De Grace, Md.
PARKS, AL
Jukebox Serenade
WKAI, Macomb, Ill.
PARKS, DON
Record Party
WLCX, La Crosse, Wis.
PARRISH, JOHN
Music Man
WVLK, Versailles & Lexington, Ky.

PARSONS, ALFRED
WNAV, Annapolis, Md.
PARSONS, BEN
Dancing Party
WRBL, Columbus, Ga.
PARTRIDGE, DICK
1250 Club
WTMA, Charleston, S. C.
PATRICK "PAT"
Lunch Call
WERD, Atlanta, Ga.
PATTEN, BOB
WABI, Bangor, Maine
PATTERSON, CREAN
Connecticut Ballroom
WONS, Hartford, Conn.
PATTERSON, JIM
By Jimminy
WBT, Charlotte, N. C.
PATTISON, JIM
1450 Club
WDAD, Indiana, Pa.
PAUL, SYD
Coffee Pot
WHOL, Allentown, Pa.
PAYNE, BRUCE
WBCO, Birmingham-Bessemer, Ala.
PEARL, SUMNER
Summer Time
WDEM, Providence, R. I.
PEARS, TOM
Crossroads Jamboree
KVOL, Lafayette, La.
PEARSON, AL
Melody Ranch
KSRO, Santa Rosa, Calif.
PEARSON, JOHNNY
The Johnny Pearson Show
KOWH, Omaha, Nebr.
PEARSON, ROSEMARY
Kiddie Request Time
WJPB, Fairmont, W. Va.
PECK, GALE
Platter Party
KTIP, Porterville, Calif.
PEER, LEE
Western Request
KELK, Elko, Nevada
PEISS, ED
Ballroom
KOOK, Billings, Mont.
PENDERGRAST, WILLIAM
Requestfully Yours
WNBH, New Bedford, Mass.
PENNEY, ED
Penney Serenade
WTAO, Cambridge, Mass.
PERAZZO, DON
KBON, Omaha, Nebr.
PERKINS, GENE
Blue Jean Jamboree
KIDO, Boise, Idaho
PERKINS, RAY
The Ray Perkins Show
KFEL, Denver, Colo.
PERRIN, KEYES
WROW Ballroom
WROW, Albany, N. Y.
PERRY, BILL
Man Who Came To Breakfast
WPJB, Providence, R. I.
PERRY, BOB
Bob Perry's Melody Merry-Go-Round
WLAW, Boston-Lawrence, Mass.
PERRY, CHARLES
Music Around The Clock
WWSR, St. Albans, Vermont
PERRY, DICK
WBOB, Galax, Va.
PETERS, BOBBY
Bobby Peters Show
WBAP, Fort Worth, Texas

PETERS, JOHN
Dawnbusters
WPDX, Clarksburg, W. Va.
PETERSON, ARNOLD
Musical Reveille
WATW, Ashland, Wis.
PETERSON, DALECE
Studio Party
KASH, Eugene, Oregon
PETERSON, ROLFE
Peerson's Party
KOVO, Provo, Utah
PETERSON, WALTER
Wake Up With Walt
KELP, El Paso, Texas
PETRICH, LEE
Cowboy Jamboree
KONO, San Antonio, Texas
PETTACK, KEITH
Mississippi Valley Concert
KXGI, Fort Madison, Iowa
PETTAY, FRAN
Music Hall
WJR, Detroit, Mich.
PETTERSEN, LEON
The Big Eight
WISC, Madison, Wis.
PFEIFFER, KEITH
Western Caravan
KFJB, Marshalltown, Iowa
PHEIFFER, BILL
Musical Nightkap
WKAP, Allentown, Pa.
PHILLIPPE, GENE
WKID, AM & FM, Urbana, Ill.
PHILLIPS, CHARLES
Juke Box Revue
WBBB, Burlington, N. C.
PHILLIPS, CHUCK
Sunrise Serenade
WMAW, Milwaukee, Wis.
PHILLIPS, DEWEY
WHBQ, Memphis, Tenn.
PHILLIPS, ED
WRUF, Gainesville, Fla.
PHILLIPS, K.
CKLB, Oshawa, Ont., Canada
PHILLIPS, MERVIN
Club 940
CJGX, Yorkton, Sask., Canada
PHILLIPS, PHIL
1260 Bandstand
WNXT, Portsmouth, Ohio
PHILLIPS, ROS
Klub Kare
KARE, Atchinson, Kans.; St. Joseph, Mo.
PHILLIPS, STEVE
TNT Show
WJKO, Springfield, Mass.
PHILLIPS, WALTER
WCPO, Cincinnati, Ohio
PICCOLO, DON
Don Piccolo Show
WKBI, St. Marys, Pa.
PICKEL, CHARLIE
Music Mill
WBIR, Knoxville, Tenn.
PICKREM, CONRAD
Rhythm Rambles
WFEB, Sylacauga, Ala.
PICUS, LARRY
A Train
WCCP, Savannah, Ga.
PIERCE, BARRETT
Barrett Pierce Show
KWBU, Corpus Christi, Texas
PIERCE, BILL
Record Shop
WORC, Worcester, Mass.
PIERCE, JOE
Tops In Pops
WFAA, Dallas, Texas
PIERCE, JOHN
Soft Lights & Sweet Music
CJRL, Kenora, Ont., Canada

PIFER, DON
All
KDAC, Fort Bragg, Calif.
PIGFOOT, PETE
Pigfoot Pete's Jamboree
WOKO, Albany, N. Y.
PIKE, BILL
Pike's Corner
CHUB, Nanaimo, B. C., Can.
PILGRIM, FRANK
Tornado Special
WLAU, Laurel, Miss.
PINKLY, CARSON
Sundial Club
KAVL, Lancaster, Calif.
PLATIS, GEO.
A Radio Program
KENO, Las Vegas, Nevada
PLATT, DAVID M.
Music For A Sunday Evening In Record Time
WKLV, Blackstone, Va.
PLATTEN, JACK
The Jack Platten Show
WFEC, Miami, Fla.
PLUMBER, GAYLORD
Musical Matinee
KOFO, Ottawa, Kans.
POLAND, SAM
Musical Matinee
WCHS, Charleston, W. Va.
POLMAN, NORM
Polman Train of Music
WMMW, Meriden, Conn.
POOLE, BOB
Poole's Paradise
MBS
POOLE, ROBERT D.
Poole's Party Line
WMRC, Greenville, S. C.
POPE, BILL
You Name It We Play It
WABY, Albany, N. Y.
PORTER, DON
Don Porter Show
KGO, San Francisco, Calif.
POSKA, AL
Midnight Flyer
KFI, Los Angeles, Calif.
POTEET, SANDY
Ricky's Request
KFJI, Klamath Falls, Oregon
POTTER, DICK
Dick's Doghouse
WMPS, Memphis, Tenn.
POTTER, PETER
Platter Parade
KFWB, Hollywood, Calif.
POWELL, LARRY
WIMS, Michigan City, Ind.
POWELL, KENNETH C.
WELM, Elmira, N. Y.
POWERS, JOSEPH
WNAV, Annapolis, Md.
POWERS, TED
Power House
WDEV, Waterbury, Vt.
POWERS, VERN
WDBL, Springfield, Tenn.
PRATHER, BOB
Hayloft Jamboree
WIRJ, Humboldt, Tenn.
PRATT, JAY
Jay Juke Box
KLKC, Parsons, Kans.
PRENEVOST, WILLIAM
1400 Club—Melody Showcase
WATW, Ashland, Wis.
PRENTICE, JOSEPH
WAEB, Allentown, Pa.
PREST, BOB
Melody Tune 3-4 P.M.
WWHG, Hornell, N. Y.
PRESTON, ART
1400 Club
WIDE, Biddeford, Maine

PRESTON, WALTER
Show Shop
WOR, New York, N. Y.
PREVATT, DENNIS
Swing Shift
WJHP, Jacksonville, Fla.
PRICE, PAUL
Priceless Hour
WANE, Ft. Wayne, Ind.
PRICE, WILEY
Rhythm & Blues (Colored)
KSTL, St. Louis, Mo.
PRIMM, BUDDY
WCEC, Rocky Mount, N. C.
PRINCE, DAVE
Clock Watcher
WKBW, Buffalo, N. Y.
PROCTOR, HARLAN
Hold Everything
WCAO, Baltimore, Md.
PROVOST, JEAN-MARIE
Parade Chansonette
CKBL, Matane, Que., Canada
PRYOR, BILL
Pryor's Party
WNBF, Binghamton, N. Y.
PRYOR, CACTUS
Midway of Music
KTBC, Austin, Texas
PUCKETT, TRUMAN
Southern Jubilee
WJLD, Bessemer, Ala.
PUGIA, JOSEPH
Battle Of The Bands
WLIC, East Liverpool, Ohio
PULSIFER, WILLIAM
CFAB, Windsor, N. S., Can.
PULSIFER, WILLIAM
CKEN, Kentville, N. S., Can
PURCELL, JOSE A. COSTAS
Musical Cocktail
WPRP, Ponce, Puerto Rico
PURNELL, CHARLES
WILM, Wilmington, Del.
PUTMAN, DON
Put & Jiggs
WBBZ, Ponca City, Okla.
PYLE, JACK
Musical Clock
KYW, Philadelphia, Pa.

— Q —

QUAKENBUSH, JACK
Record Session
WLRP, New Albany, Ind.

— R —

RADER, DON
WHTN, Huntington, W. Va.
RADKE, JACK
WSDR, Sterling, Ill.
RAHDERS, PAUL
Merry Go Round
KANA, Anaconda, Mont.
RAHERE, EARL
Juke Box
WLAK, Lakeland, Fla.
RAIFORD, BOB
A Call For Music
WMSC, Columbia, S. C.
RAINES, LEE
WHIN, Gallatin, Tenn.
RAINEY, BRUCE
KSYL, Alexandria, La.
RALPH, DON
Coffee Club
KSTN, Stockton, Calif.
RAMPY, C. W.
1600 Club
KMAE, McKinney, Texas
RAMSEY, RAY
Breakfast With The KREW
KREW, Sunnyside, Wash.

RAMSAY, RAY
Spin A Platter
WHIR, Danville, Ky.
RANDALL, DALE R.
KWWL, Waterloo, Iowa
RANDLE, BILL
Bill Randle Show
WERE, Cleveland, Ohio
RANDOLPH, DAVID
Music For The Connoisseur
WNYC, New York, N. Y.
RANDOLPH, VINCE
Coffee Club
WGOV, Valdosta, Ga.
RAST, MIKE
Dancetime
Dr. Jive
WCOS, Columbia, S. C.
RAVEN, GEORGE
KWRO, Coquille, Oregon
RAWLINSON, "CHUCK"
Matinee Music Hall
WNOW, York, Pa.
RAY, BENTON
Requests For You
KXOX, Sweetwater, Texas
RAY, BOB
Bob Ray Show
WIRK, W. Palm Beach, Fla.
RAY, CURT
KMOX, St. Louis, Mo.
RAYBURN, GENE
(Rayburn & Finch)
Anything Goes
WNEW, New York, N. Y.
RAYCEE, DEL
Best On Wax
WWSC, Glens Falls, N. Y.
RAYMOND, C. STARR
KWWL, Waterloo, Iowa
RAYMOND, JOE
WIAM, Williamston, N. C.
RAYNER, RAY
Rayner Shine
WOOD, Grand Rapids, Mich.
RAYNES, L. CURTIS
Music Box
KWIN, Ashland, Oregon
RAZEY, DON
The Best On Wax
WTBO, Cumberland, Md.
REAGAN, GAIL
KCMC, Texarkana, Texas-Ark.
REBER, DON
Don Reber Calling
KVNU, Logan, Utah
REDABAUGH, HAROLD
1240 Club
KRDO, Colorado Springs, Colo.
REED, KERMIT
WDUN, Gainesville, Ga.
REED, LYNN
Lynn's Inn
KFOR, Lincoln, Nebr.
REESE, CARL
WCUE, Akron, Ohio
REEVES, DAVID
Swing Shift
WNEX, Macon, Ga.
REEVES, JACK
Western Music Hall
KSTV, Stephenville, Texas
REEVES, JIM
Judge Rhythm's Court
WPWA, Chester, Pa.
REGAN, BOB
The Bob Regan Show
KCBQ, San Diego, Calif.
REGAN, JIM
Jim's Juke Box
CKCL, Truro, Nova Scotia, Canada
REGAN, JOHN
WJPD, Ishpeming, Mich.
REGAN, MATT
Morning Melodies
WBTA, Batavia, N. Y.
REICHLING, DON
Midnight Music Maker
KWAL, Wallace, Idaho
REID, BILL
Bill Reid Show
WEOL, Elyria-Lorain, Ohio
REID, CLARK
Request Review
WAKR, Akron, Ohio
REID, FRANK
Turntable Terrace
WTAN, Clearwater, Fla.
REID, RICHARD
Spinner Sanctum
WKNA, Charleston, W. Va.
REID, WALLY
KXLQ, Bozeman, Montana
REIDY, PAUL
Musical Clock
WFIG, Sumter, S. C.
REIGHARD, RICK
Matinee Melodies
WHKK, Akron, Ohio
REILLY, ED
Melody Circus
WBRY, Waterbury, Conn.
REISING, KEITH
1570 Club
WLRP, New Albany, Ind.
REMINGTON, JACK
Jack Remington Show
WKRC, Cincinnati, Ohio
RENAUD, CHARLES
Wake Up Everyone
CKFI, Fort Frances, Ontario, Canada
RENCH, KENNY
WPTW, Piqua, Ohio
RENO, WALT
WIMA, Lima, Ohio
RENZ, BYRON
WJPD, Ishpeming, Mich.
RESETAR, JOE
Polka Party
WGPA, Bethlehem, Pa.
REXREAD, ROBERT
Request Review
WJER, Dover, Ohio
REYNOLDS, CLIF
Record Shop
WGUY, Bangor, Maine
REYNOLDS, FRED
WGN, Chicago, Ill.
REYNOLDS, JOE
Western Jamboree
KPDN, Pampa, Texas
REYNOLDS, RUSSELL
Sundial
WCUM, Cumberland, Md.
REYNOLDS, STEVE
Steve Reynolds Show
WSAL, Logansport, Ind.
RHOADS, JERRY
Records At Random
KSIL, Silver City, New Mexico
RHODES, BOB
Solid Senders
WHOO, Orlando, Fla.
RHODES, DUSTY
Saturday Night Jamboree
KWIE, Kennewick, Wash.
RHODES, DUSTY
WSGW, Saginaw, Mich.
RHODES, ROY
Cajun Clambake
KWSL, Lake Charles, La.
RICE, RICHARD
Wake Up
WTOD, Toledo, Ohio
RICHARDS, ERNIE
Hillbilly Hotel
WMMT, McMinnville, Tenn.
RICHARDS, MALCOLM
Malcolm Richards Show
WSAI, Cincinnati, Ohio
RICHARDS, PERK
Yawn Patrol
WNAB, Bridgeport, Conn.
RICHARDS, TOMMY
Sunrise Jamboree
Alarm Clock Club
KRHD, Duncan, Okla.
RICHARDSON, J. P.
Club 990
KTRM, Beaumont, Texas
RICHARDSON, JIM
Yawn Patrol
KHIT, Lampasas, Texas
RICHARDSON, JIM
Alarm Clock Club
WVMC, Mt. Carmel, Ill.
RICHARDSON, PORTER
Western Roundup
KVMC, Colorado City, Texas
RICHARDSON, TED
WMOH, Hamilton, Ohio
RICHBOURG, JOHN
Record Parade
WLAC, Nashville, Tenn.
RICHMOND, ROBERT
Bob Richmond Show
WREN, Topeka, Kansas
RICHMAND, HYLE
WUSJ, Lockport, N. Y.
RICKENBACKER, ACE
On The Record
WSPA, Spartansburg, S. C.
RIDDLE, WILLIAM
3 R's
WBBQ, Augusta, Ga.
RILEY, CHAD
Platter Party
WJPB, Fairmont, W. Va.
RILEY, JAY
Coffee Time
WMOK, Metropolis, Ill.
RINGLER, EVELYN
Date With Diane
WHIS, Bluefield, W. Va.
RIPLEY, RONALD
Night Watch
KBWD, Brownwood, Texas
RITCHEY, BUCK
Harmony Hoedown
Sagebrush Serenade
Chuckwagon Jamboree
KVI, Seattle, Wash.
ROACH, JACK
Havloft Jamboree
WMUS, Muskegon, Mich.
ROBBINS, BOBBIE
Tyndall Turntables
WPCF, Panama City, Fla.
ROBERTS, CAM.
Man About Midnight
CHNO, Sudbury, Ont., Canada
ROBERTS, DON
Robbies Bop Shop & Musical Scrapbook
WCMI, Ashland, Ky.
ROBERTS, DON
Music Shop
WKNE, Keene, N. H.
ROBERTS, EARL
Hept Time
KOSE, Osceola, Ark.
ROBERTS, JAY
WIAM, Williamston, N. C.
ROBERTS, SAM
WHBU, Anderson, Indiana
ROBERTSON, FELIX
Music with Felix
WMGY, Montgomery, Alabama
ROBERTSON, TRAFTON
Sunrise Serenade
WTAR, Norfolk, Va.

ROBINSON, CARL
Rhythm Rampage
WUST, Bethesda, Md.
ROBINSON, DAVE
Early Bird Show
WASA, Havre De Grace, Md.
ROBINSON, MEL
Record Club
CHEX, Peterborough, Ont., Canada
ROBINSON, PARKS
Milkman's Matinee
WRLD, West Point, Ga.
ROBISON, RON
Chief Announcer
CJOC, Lethbridge, Alberta, Canada
ROCHE, BOYD
WPRC, Lincoln, Ill.
ROCKE, LOUIS J.
Risin' With Rocke
WCAX, Burlington, Vt.
RODERICK, BOB
Rod 'n The Records
KGCX, Sidney, Montana
RODERICK, JACK
Time To Dance
KFKA, Greeley, Colo.
RODMAN, DAVID
Dave Rodman Show
WEIM, Fitchburg, Mass.
ROEBUCK, JOHN
Milkman's Matinee
WARD, Johnstown, Pa.
ROGERS, AL
Al Rogers Show
KGNC, Amarillo, Texas
ROGERS, CHARLIE
KTAR, Phoenix, Ariz.
ROGERS, CLIFF
Melody Round Up
WHKK, Akron, Ohio
ROHN, JIM
It's Dawn Again
KSJB, Jamestown, N. Dak.
ROMAN, ROY
WWCO, Waterbury, Conn.
ROMANCE, ED
Band Stand
WPPA, Pottsville, Pa.
ROMINE, ROD
You're The Doctor
KWBM, Williston, N. Dak.
ROPPOLO, MIKE
Record Rambling
KENT, Shreveport, La.
ROSE, DON
Club FM
WHFB, Benton Harbor, Mich.
ROSEHILL, DAVID
Records and Rosehill
WDEM, Providence, R. I.
ROSS, AL
WBAL, Baltimore, Md.
ROSS, BILL
Bill Ross Show
WIOD, Miami, Fla.
ROSS, CHARLIE
WMOU, Berlin, N. H.
ROSS, DON JOHN
Reveille With Ross
WJTN, Jamestown, N. Y.
ROSS, JULES
Jules Ross Show
CKNW, New Westminster, B. C., Canada
ROSS, KAL
Kal Ross Show
WOR, New York, N. Y.
ROSS, WALT
1380 Club
KSRV, Ontario, Oregon
ROSTOCK, RALPH
Good Morning Neighbor
WPPA, Pottsville, Pa.

ROTH, HENRY
Saturday Night Party
WGET, Gettysburg, Pa.
ROTHMAN, LEE
Jockey's Choice
WWXL, Peoria, Ill.
ROUND, WILLIAM
Best On Wax
WNBH, New Bedford, Mass.
ROWAND, ALF
Alarm Clock
WHLL, Wheeling, W. Va.
ROWE, RED
Red Rowe Rancho
KFWB, Hollywood, Calif.
ROWLAND, DON
Dance Parade
WFNC, Fayetteville, N. C.
ROWLEY, TOM
George F. Jamboree
WENE, Binghamton-Endicott, N. Y.
RUBENDALL, EV.
Beyond Control
WRAK, Williamsport, Pa.
RUDD, BILL
KDHL, Faribault, Minn.
RUDD, CHUCK
Down Melody Lane
CJAV, Port Alberni, B. C., Canada
RUDOLPH, HOWARD
Melody Market
WITH, Baltimore, Md.
RUFF, BILL
Ruff's Waxworks
KOLO, Reno, Nevada
RUMORE, JOE
Round-Up Time
WVOK, Birmingham, Ala.
RUPPE, ED
Clockwatcher
WOSC, Fulton, N. Y.
RUSK, RUSTY
Sweet & Hot
KOCA, Kilgore, Texas
RUSS, JOE
WEVE, Eveleth, Minn.
RUSSELL, BILL
Russell's Records
KSEK, Pittsburgh, Kansas
RUSSELL, CY
Burnt Toast and Coffee
WVCG, Coral Gables, Fla.
RUSSELL, DON
Take The Break
Du Mont
RUSSELL, JIM
WGTM, Wilson, N. C.
RUSSELL, VERNE
At Your Command
RUSSELL, WEBB
WHBC, Canton, Ohio
RYAN, BILL
950 Coffee Club
WORL, Boston, Mass.
RYAN, DAN
Ryan's Review
WBBW, Youngstown, Ohio
RYAN, JACK
WHUM, Reading, Pa.
RYAN, JOE
WALL, Middletown, N. Y.
RYAN, MIKE
The Mike Ryan Show
WLEA, Hornell, N. Y.
RYERSE, JAY
Concert Hour
WWGS, Tifton, Ga.
RYNO, STANLEY
KUKI, Ukiah, Calif.

— S —

SAFFORD, TED
WHYN, Holyoke, Mass.
SAHM, BILL
WHOT, South Bend, Ind.
SALLEY, JOE
Record Rendezvous
WATH, Athens, Ohio
SALTER, BOB
Bob Salter Show
KDSH, Boise, Idaho
SAMPSON, BILL
Bill Sampson Show
KWKW, Pasadena, Calif
SAMS, TERRY
WBEJ, Elizabethton, Tenn.
SAMUELS, GERALDINE (NEGRO)
Little Liza
WRHC, Jacksonville, Fla.
SANDEFUR, HUGH
Hugh Sandefur Show
WSON, Henderson, Ky.
SANDERS, AL
Record Room
KTMS, Santa Barbara, Calif.
SANDERS, DALTON
1340 Club
KBRS, Springdale, Ark.
SANDERS, GEORGE
Dream Time
KFVD, Los Angeles, Calif.
SANDERS, JACK
930 Club
WSLI, Jackson, Miss.
SANDY, KEITH
Make Believe Ballroom
CKEY, Toronto, Ont., Canada
SANDERS, LEON
Hill Billy K'Det Club
KDET, Center, Texas
SANDY, SAGEBRUSH
Record Ranch
KOKX, Keokuk, Iowa
SANFORD, CHUCK
Yawn Patrol
WGUY, Bangor, Maine
SAPP, MARK
Top Of The Morning
KGPH, Flagstaff, Ariz.
SATTLER, KEITH
Magic of Music
WEIM, Fitchburg, Mass.
SAUNDERS, ALLEN
Alarm Clock Club
WCHA, Chambersburg, Pa.
SAUNDERS, BRUCE
Record Shop
WSBT, South Bend, Ind.
SAXON, JAMES
The Jim Session
KRIC, Beaumont, Texas
SCANLON, JACK
WICC, Bridgeport, Conn.
SCHEYING, KARL
Variety Time
WLAN, Lancaster, Pa.
SCHLEIFER, KEN
Kenny's Cupboard
WGIL, Galesburg, Ill.
SCHMIDT, ELMAR
Washington Parade
KWRE, Warrenton, Mo.
SCHNEBLY, LARRY
Time On My Hands
KGPH, Flagstaff, Ariz.
SCHNECK, W. LEROY
WNAE, Warren, Pa.
SCHOLES, CHARLIE
Mailbox Roundup
WKTM, Mayfield, Ky.

SCHOLZ, BOB
No Business Like Scholz Business
WBEL, Beloit, Wis.
SCHOOCRAFT, BILL
Smile Awhile
WEAT, Lake Worth, Fla.
SCHORNIC, BOB
KLWT, Lebanon, Mo.
SCHREIBER, JACK
Chris and Jack Show
WRJM, Newport, R. I.
SCHRIENER, RAY
WRNL, Richmond, Va.
SCHROCK, ALLAN N.
Requestfully Yours
KFJB, Marshalltown, Iowa
SCHROEDER, ART
WIBA, Madison, Wis.
SCHULZ, MARVIN
KAAA, Red Wing, Minn.
SCOTT, AL B.
KCLW, Hamilton, Texas
SCOTT, BILL
Mail Order Melodies
KSCB, Liberal, Kans.
SCOTT, BOB
The Bob Scott Show
WIOU, Kokomo, Ind.
SCOTT, DALE
Groovys Boogie
WJHO, Opelika, Ala.
SCOTT, GREAT
WHHM, Memphis, Tenn.
SCOTT, JOE
Music Before Midnight
Scott's Best
WBRE, Wilkes-Barre, Pa.
SCOTT, P.
CKY, Winnipeg, Manitoba, Canada
SCOTT, SAMUEL
Musical Nitecap
WWNR, Beckley, W. Va.
SCOTT, TED
Swap Shop
CJCS, Stratford, Ont., Canada
SCOTT, TED
Popular Hour
KULA, Honolulu, Hawaii
SEALS, BROWNIE
Juke Box Review
KSTA, Coleman, Texas
SEAMAN, DON
WKNK, Muskegon, Mich.
SEARS, BILL
WCAU, Philadelphia, Pa.
SEARS, ZENAS
920 Special
WGST, Atlanta, Ga.
SEIDNER, M. L.
In The Mood
KBUR, Burlington, Iowa
SELF, JIMMY
Western Caravan
KICA, Clovis, N. M.
SELLECK, JOHNNY
Records, Inc.
KLFY, Lafayette, La.
SELLEY, ART
WBEJ, Elizabethton, Tenn.
SEVERSEN, LEN
Rhythm At Random
KONP, Port Angeles, Wash.
SEYMOUR, BOB
Bobbin With Robin
WKMH, Dearborn, Mich.
SHADDOX, LEON
Doc. Sunshine Show
KHOZ, Harrison, Ark.
SHADDUCK, JIM
Musical Matinee
KARE, Atchison, Kans.; St. Joseph, Mo.
SHAE, SHIRLEY
The Sleepy Time Gal
CFAC, Calgary, Alberta, Can.
SHANLEY, GIB
1290 Club
WTRF, Bellaire, Ohio
SHANNON, BILL
Homemakers Harmonies
KWKC, Abilene, Texas
SHANNON, JIM
KQV, Pittsburgh, Pa.
SHAPIRA, J.
CKY, Winnipeg, Manitoba, Canada
SHARP, BILL
KRES, St. Joseph, Mo.
SHARP, IRVING
Daily Dozen
WDBJ, Roanoke, Va.
SHARPE, ED
Rhythm Clinic, Gospel Train
WNEX, Macon, Ga.
SHAVER, DUSTY
The Dusty Shaver Show
WBSC, Bennettsville, S. C.
SHAW, CHARLES
Memories In Melody
WOLF, Syracuse, N. Y.
SHAW, EARL
Dreamtime
WRAL, Raleigh, N. C.
SHAW, ED
Shaw Business
WFLA, Tampa, Fla.
SHAW, JOHN
Dance Parade
WGBF, Evansville, Ind.
SHEAHAN, WALT
590 Club
WROW, Albany, N. Y.
SHEELER, MARK
Blues Chaser Club
KSJO, San Jose, Calif.
SHELDON, HERB
Herb Sheldon Show
ABC
SHELL, BRUCE
Rural Roundup
WTAM, Atmore, Ala.
SHELTON, BANNER
Hillbilly Time
WGCD, Chester, S. C.
SHELTON, JAMES
KTAN, Sherman, Texas
SHEPHERD, JEAN
Jean Shepherd Show
KYW, Philadelphia, Pa.
SHEPHERD, W.
KBNZ, La Junta, Colo.
SHEPPARD, AARON
Concert Hall
WCMA, Corinth, Miss.
SHEPPARD, STAN
Musically Yours
Best On Wax
WMBO, Auburn, N. Y.
SHERMAN, BILL
Bill Sherman Time
WCRB, Waltham, Mass.
SHERMAN, BILL
Session With Sherman
WPAR, Parkersburg, W. Va.
SHERMAN, RAY
1450 Club
WLEC, Sandusky, Ohio
SHERWOOD, CLINT
Session
KSAN, San Francisco, Calif.
SHIELDS, HERB
Sorghum & Sagebrush
Tumult On The Turntable
KLBM, La Grande, Oregon
SHIELDS, LARRY
Jive from 3 to 5
WFRP, Savannah, Ga.
SHINE, BILL
Music At Nine With Shine
KXLE, Ellensburg, Wash.
SHORT, DOUG
Saturday Matinee
CFAC, Calgary, Alberta, Can.
SHOWERS, HAL
Showers Till Midnight
WQUA, Moline, Ill.
SHREVE, THERON
Elmer's Tunes
WLAV, Grand Rapids, Mich
SHRUM, CAL
Cal Shrum Show
WMAY, Springfield, Ill.
SID, SYMPHONY
Symphony Sid
ABC
SIGMON, BARNEY
Hillbilly Hit Parade
WHKY, Hickory, N. C.
SIKNA, PAUL
WSMI, Litchfield, Ill.
SILBERT, BILL
Bill Silbert Show
WWJ, Detroit, Mich.
SILLERY, GEO.
Musical Clock
CKPR, Fort Williams, Ont., Canada
SILVERA, ED
Ed Silvera Show
WISC, Madison, Wis.
SIMMONS, JACK
Musical Train
WCVA, Culpeper, Va.

SIMON, ERNIE
Simply Simon
WENR, Chicago, Ill.

SIMON, SY (NEGRO)
Sy's Session
KVON, Napa, Calif.
SIMPSON, ART
Nite Watchman
KWNW, Wenatchee, Wash.
SIMPSON, JIMMY
J. S. Show
WESC, Greenville, S. C.
SIMPSON, JOHN
Sunrise Serenade
WCOM, Parkersburg, W. Va.
SIMS, MAURIE
WTUX, Wilmington, Del.
SIRY, ED
Club P. M.
WBIS, Bristol, Conn.
SITTERT, CARL BAN
Caravan
WOHL, Bradenton, Fla.
SKAFF, NED
The Clockwatcher
WCHS, Charleston, W. Va.
SKILLERN, KEN
Club 1230
KSEY, Seymour, Texas
SKILTON, DAN
Spotlite Songs
WAPO, Chattanooga, Tenn.
SLACK, DEAN
Mostly Music
WCAX, Burlington, Vt.
SLACK, VAN
The Mailbag
WMMT, McMinnville, Tenn.
SLAGLE, JOHNNY
Johnny Slagle
WXYZ, Detroit, Mich.
SLATTERY, JACK
WELM, Elmira, N. Y.
SLIGH, CHARLES
Requestfully Yours
WBSC, Bennettsville, S. C.
SMEDLEY, JOE
Rise and Shine
WGLS, Decatur, Ga.
SMITH, BILL
Turntable Time
KTTR, Rolla, Mo.

SMITH, BILL
Housewives Houseparty & Hillbilly Hayride
WSFA, Montgomery, Ala.
SMITH, BILL
WAMS, Open House
WAMS, Wilmington, Del.
SMITH, BOB
Hot Air
CBR, Vancouver, B. C., Can.
SMITH, BOB
WRUF, Gainesville, Fla.
SMITH, C. V.
Here's To The Ladies
WGWR, Asheboro, N. C.
SMITH, CRAIG
All
KDAC, Fort Bragg, Calif.
SMITH, CURLY
Radio Rodeo
WGAY, Silver Spring, Md.
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, DICK
Rise & Shine
WORC, Worcester, Mass.
SMITH, ED
Wake Up And Live
KGKB, Tyler, Texas
SMITH, FLETCH
Alarm Clock Club
WAIR, Winston-Salem, N. C.
SMITH, GEO.
Open House
KSIM, Salem, Oregon
SMITH, JACK
Musical Heaven
KNOE, Monroe, La.
SMITH, JACK
Relaxin 'Wit' Jaxon
KTKR, Taft, Calif.
SMITH, LEE
WLOU, Louisville, Ky.
SMITH, LOUIS J. (Elmer Snodgrass)
Wake Up With WAKE
WAKE, Greenville, S. C.
SMITH, MILDRED
WTCO, Campbellsville, Ky.
SMITH, RALF
Morning Melodies
WIKB, Iron River, Mich.
SMITH, ROBERT E.
Theater of Melody
WTIC, Hartford, Conn.
SMITH, ROLLIN
WSTC, Stamford, Conn.
SMITH, RONNY
WBEJ, Elizabethton, Tenn.
SMITH, SEALY
All-Request Club
KWKC, Abilene, Texas
SMYTHE, PETE
Smythe's General Store
KTLN, Denver, Colo.
SNOWDEN, ALAN
County, Roundup
KVVC, Ventura, Calif.
SNYDER, CHARLES
WBPZ, Lock Haven, Pa.
SOBOL, JOHNNIE
Clockwatcher's Club
WILK, Wilkes-Barre, Pa.
SOMMER, BILL
Melody Unlimited
WKST, New Castle, Pa.
SORENSON, STEVE
Melody Cruise
KTBI, Tacoma, Wash.
SOWISKI, JAMES
Indian River Ranch
WIRA, Ft. Pierce, Fla.
SPACE, PHIL
Phil Space Show
WREB, Holyoke, Mass.
SPANN, OWEN
The Morning Man
WTOB, Winston-Salem, N. C.
SPARKMAN, ERNEST
WKIC, Hazard, Ky.
SPEAKS, BOB
Hillbilly Hit Parade
WTNS, Coshocton, Ohio
SPECHT, DICK
Music
KXGI, Fort Madison, Iowa
SPIEGLE, STAN
Doodlebug Theater
KXRO, Aberdeen, Wash.
SPOO, EDDIE
Tune & Tempo 7-9:30 A.M.
WWHG, Hornell, N. Y.
SPOTTS, RALPH L.
Bar Nome Ranch
WTRR, Sanford, Fla.
SPRINGER, HAROLD
WMBH, Joplin, Mo.
SPRY, DON
After Hours
KFJB, Marshalltown, Iowa
SPRY, GENE
Musical Clock
WKAI, Macomb, Ill.
STABECK, THURSTON
Request Time
WCFV, Clifton Forge, Va.
STAMBUCK, WALLY
CJOC, Lethbridge, Alberta, Canada
STAMPS, MACK
Man And The Mood
WNAO, Raleigh, N. C.
STAPLETON, JIM
Record Parade
WLVA, Lynchburg, Va.
STARBUCK, BERYL
Ballroom
WMT, Cedar Rapids, Iowa
STARKE, CHARLIE
Charlie Starke's Music Shoppe
WINS, New York, N. Y.
STARWYCK, STEVE
Platter Party
KDRH, Fayetteville, Ark.
STATEMAN, NORMAN H.
Sepia Variety Hour
WFTC, Kinston, N. C.
STATZ, ANDY LYNN
KAYL, Storm Lake, Iowa
STEBBINS, ROGER
WERC, Erie, Pa.
STEELE, BOB
Morning Watch
WTIC, Hartford, Conn.
STEELE, DON
Koffee Koncert
WFUR, Grand Rapids, Mich.
STEELE, TED
Ted Steele Show
WMCA, New York, N. Y.
STEELMAN, BOB
KOIL, Omaha, Nebr.
STEIN, REX
Request Time
WLDS, Jacksonville, Ill.
STELL, BILL
Original Mailbag
WSVS, Crewe, Va.
STELLING, JACK
Music That Wins
WJPG, Green Bay, Wisc.
STEPHENS, JIM
Dixie Roundup
WIUY, Jacksonville, Fla.
STEPHENS, MIKE
Accent on Records
CKCW, Moncton, N. B., Can.
STERLING, KIETH
Make Believe Ballroom
CKOY, Ottawa, Ont., Canada
STERMER, HERMAN
Cowpuncher
KCON, Conway, Ark.
STERN, JOHNNY
Midnite Madcap
KLER, Rochester, Minn.
STERNICK, MIKE
Cavalcade Of Gospel Songs
WHBI, Newark, N. J.
STEVENS, AL
Al Stevens Show
WWIN, Baltimore, Md.
STEVENS, ALDEN G.
WICH, Norwich, Conn.
STEVENS, CHUCK
Yawn Patrol
WPAW, Pawtucket, R. I.
STEVENS, TOM
Bar Nothing (Western)
KXLA, Pasadena, Calif.
STEVENSON, STEVE
Jam & Jive
KNOE, Monroe, La.
STEVENSON, THURMOND
Best On Wax
WKDK, Newberry, S. C.
STEWART, BILL
CFBC, St. John, N. B., Can.
STEWART, BILL
Bill Stewart Show
KWKW, Pasadena, Calif.
STEWART, BILL
Bill Stewart Show
WHEE, Boston, Mass.
STEWART, FRED
Stewart On Discs
WGCD, Chester, S. C.
STEWART, TOM
Tunetown
KTAT, Frederick, Okla.
STEWERT, BOB
Hit the Deck
WBRY, Waterbury, Conn.
STIFEL, LES
Turntable Terrace
WMMN, Fairmont, W. Va.
STILWILL, JACK
WLS, Chicago, Ill.
STOBBE, DEAN
P D
WDUN, Gainesville, Ga.
STOCKLOSS, BOB
Hillbilly Hits
KURV, Edinburg, Texas
STODELLE, JACK
KWRN, Reno, Nevada
STOECKEL, RALPH
KROS, Clinton, Iowa
STOGNER, EARL
Whirl with Earl
WDVA, Danville, Va.
STOKES, ERNEST
Saturday Jamboree
WHSC, Hartsville, S. C.
STOKKE, DICK
Breakfast Fracas
KOMO, Seattle, Wash.
STONE, BILL
WBAC, Cleveland, Tenn.
STONE, DAVE
Old Correl
KSEL, Lubbock, Texas
STONER, JAY
KBUN, Bemidji, Minn.
STORR, BILL
The Record Room
WLET, Toccoa, Ga.
STORY, RALPH
Ralph Story Show
KNX, Los Angeles, Calif
STRAND, NORM
The Strand Stand
WSAV, Savannah, Ga.
STRICKLAND, WILLIAM
Juke Box
WIRA, Ft. Pierce, Fla.

STROH, BOB
Melody Manor
WCOG, Greensboro, N. C.
STRUCKELL, JOHN
Wonderful Music
WOND, Pleasantville, N. J.
STUART, ALLEN
Dynamic Cavalcade
ABC
SUGAR, DICK
Record Of The Day
WEVD, New York, N. Y.
SULLIVAN, DENNIS
Musical Clock—Musical Matinee
Musical Bee
WFBL, Syracuse, N. Y.
SUMMERVILLE, P.
CKLB, Oshawa, Ont., Canada
SURBER, DENNIS
Western Time
KPAN, Hereford, Texas
SURRATT, JOHN G.
Doghouse
WGIV, Charlotte, N. C.
SUTTON, BILL
Say It With Music
KYOS, Merced, Calif.
SUTTON, LEE
Hillbilly Jamboree
KMA, Shenandoah, Iowa
SUTTON, TOMMY
WING, Dayton, Ohio
SWAIN, CHARLES
Yawn Patrol
KGVO, Missoula, Mont.
SWANEY, HAL
Matinee Melodies
WIDE, Biddeford, Maine
SWANSON, BOB
Bob Swanson Show
WISC, Madison, Wis.
SWANSON, GREG
KXEO, Mexico, Mo.
SWARTZ, BOB
Bob Swartz Matinee
KHQ, Spokane, Wash.
SWARTZ, FRANK
Spin-It Club
WFRO, Fremont, Ohio

— T —

TABER, WILLIAM
Hotcakes and Coffee
KONP, Port Angeles, Wash.
TACY, ED
Ed Tacy Hour
WGAC, Augusta, Ga.
TALBOTT, JOHN
Johnny's Jamboree
KBIZ, Ottomwa, Iowa
TAPLIN, TAP
Time, News, Tunes
WEBR, Buffalo, N. Y.
TAPP, GORD
What's On Tapp
CHML, Hamilton, Canada
TASNADY, JOHN
Grandfather's Jukebox
KERG, Eugene, Oregon

TATE, HAL
B. August 4, 1912, Boswell, Pa.; Hal Tate's TV Disc Jockey Show; Who's Talking?: Hal Tate's Variety Show, WBW-B-TV; The Hal Tate Show, WAIT.

TATUM, EDDIE
WPAQ, Mt. Airy, N. C.
TAYLOR, CLANDE
Supper Club
WIUY, Jacksonville, Fla.
TAYLOR, HENRY
WPAQ, Mt. Airy, N. C.
TAYLOR, JOHN
Records At Random
WIKY, Evansville, Indiana
TAYLOR, ROCKY
Insomaniac's Parade
WLOX, Biloxi, Miss.
TEAMER, EDDIE
WHHM, Memphis, Tenn.
TERFLER, DICK
Downbeat Club
WGAC, Augusta, Ga.
TERRY, BILL
Money For Music
KRIO, McAllen, Texas
TERRY, CHEM
570 Club
WBAP, Fort Worth, Texas
TERRY, ROBERT
Moonlight Serenade
WEXL, Royal Oak, Mich.
TESH, ROBERT
WRXO, Roxboro, N. C.
THAYER, JACK
Swing Club
WLOL, Minneapolis, Minn.
THERIAN, LARRY
930 Matinee Club
WREB, Holyoke, Mass.
THIELE, DUKE
Poppa Stoppa
WJMR, New Orleans, La.
THOMAS, BERNIE
Variety Time
WJVA, South Bend, Ind.
THOMAS, BILL
KDTH, Dubuque, Iowa
THOMAS, DON
1600 Club
WJKO, Springfield, Mass.
THOMAS, GORDON
Musically Yours
WWPA, Williamsport, Pa.
THOMAS, JOHN
Words & Music
WROX, Clarksdale, Miss.
THOMAS, LLOYD
Radio Record Center
KHAS, Hastings, Nebr.
THOMAS, MAC
All Night Dance Party
CKFH, Toronto, Ont., Canada
THOMAS, MAC
Swingmaster
KGST, Fresno, Calif.
THOMAS, NEWTON
1380 Club
WMBG, Richmond, Va.
THOMAS, RICK
Dream Train
WARM, Scranton, Pa.
THOMASON, JIMMY
Western Jamboree
KAFY, Bakersfield, Calif.
THOMPSON, CHUCK
Chuck & Elmer & Rhythm Time
WFOR, Hattiesburg, Miss.
THOMPSON, GAIL
Round Up Time
WFLB, Fayetteville, N. C.
THOMPSON, GENE
KROC, Rochester, Minn.
THOMPSON, JAMES
Citizen X
WPPA, Pottsville, Pa.
THOMPSON, JERRY
Musical Clock
WVMI, Biloxi, Miss.
THOMPSON, RON
Corn Bread Matinee
WWSO, Springfield, Ohio
THOMPSON, RUSS
Dream Time
CJBQ, Belleville, Ont., Canada
THORNBOAG, OLIVER
Natural Jones
WAGA, Atlanta, Ga.
THORNTON, HARRY
The Milkman
WAGC, Chattanooga, Tenn.
THURSTON, DON
Sunrise Sixty
WTWN, St. Johnsbury, Vt.
TUFTS, PETE
Billion $ Ballroom
KTUC, Tucson, Ariz.
TUNIS, HAL
Hal Tunis Show
WMGM, New York, N. Y.
TUPPER, HOWARD
Time For Tub
WGY, Schenectady, N. Y.
TURK, A.
1240 Club
WVOS, Liberty, N. Y.
TURNER, JIM
Supper Club
WSTP, Salisbury, N. C.
TURNER, RAY
1450 Club
WNBZ, Saranac Lake, N. Y.
TURNER, TINY
Dixie Play Party
WPRC, Reidsville, N. C.
TUTEN, RON
Saturday Night Dancing Party
WPDQ, Jacksonville, Fla.
TWIGG, ROLAND
WTUX, Wilmington, Del.
TYLER, NOAH
Noah's Ark
WWPB, Miami, Fla.
TYLER, WAYNE
Wake Up With Music
WLVA, Lynchburg, Va.
TYSON, DAVEY
Wake Up With Davey
WCAE, Pittsburgh, Pa.

— U —

UMBACH, BOB
Atomic Boogie Hour
WJLD, Bessemer, Ala.
"UNCLE PETE"
Hoedown
WADE, Wadesboro, N. C.
UNDERHILL, LEO
Breakfast Time
WCKY, Cincinnati, Ohio
UNDSETH, JOHN
KCJB, Minot, N. Dak.
UPTON, DON
Don Upton Show
WLVA, Lynchburg, Va.
URBAN, JOHN
Record Session
WWNY, Watertown, N. Y.
USHANA, DAVE
1020 Club
WPEO, Peoria, Ill.

— V —

VACCA, JOHN
Memory Melody Time
KOSA, Odessa, Texas
VAN POPPEL, JOE
Marmalade Matinee
CHLO, St. Thomas, Ont., Can.
VAUGHAN, WALTER
KTAN, Sherman, Texas
VEAL, C. SPEED
Easy Listinin'
WJAY, Jacksonville, Fla.
VEIDT, BILL
Variety Time
KHAS, Hastings, Nebr.

VESTA AND KATE
Hits for the Mrs.
WKBI, St. Marys, Pa.
VIAL, ART
1510 Club
KOCS, Ontario, Calif.
VICKERS, AL
Juke Box
WCPS, Tarboro, N. C.
VINCENT, JOE
Music At Your Command, Jet Jive
WHOS, AM-FM, Decatur, Ala.
VINSON, BUD
Johnny Dugan Time
WOAI, San Antonio, Texas
VOGT, KENNETH
Yawn Patrol
WFOX, Milwaukee, Wis.

— W —

WADDELL, KEN
Triple-X Ranch
KXXX, Colby, Kansas
WADE, JESSE
Sunrise Serenade
KTTS, Springfield, Mo.
WALKER, ALLAN
Tops In Pops
WOKZ, Alton, Ill.
WALKER, BOB
Top Bands
WCLO, Janesville, Wis.
WALKER, DONNA
Town Talk
WKAY, Glasgow, Ky.
WALKER, FLETCH
Rise and Shine
WHMA, Anniston, Ala.
WALKER, HAL
Around The Town
WMAW, Milwaukee, Wis.
WALKER, JIMMY
Walker Presents
KPOA, Honolulu, Hawaii
WALLACE, FORREST
Forrest Wallace Show
KFAL, Fulton, Mo.
WALRATH, GLENN
Dawn Patrol
WARC, Rochester, N. Y.
WALSH, BLAINE
Just Plain Blaine
WJPG, Green Bay, Wisc.
WALSH, DON
KFAM, St. Cloud, Minn.
WALSH, GORDON
Club Matinee
WGH, Newport News, Va.
WALSHAK, DAVID
1450 Club
KCTI, Gonzales, Texas
WALTERS, CLEM
WAEB, Allentown, Pa.
WALTERS, BILL
Melody Matinee
WMAM, Marinette, Wis.
WALTHALL, TUBBY
Serenade
WJMA, Orange, Va.
WALTON, GEORGE
Spinner's Sanctum
KVOR, Colorado Springs, Colo.
WAMBACH, PETE
Pete Wambach Show
WCMB, Lemoyne, Pa.
WANKE, HUGH
Morning Musical Clock
WCAO, Baltimore, Md.
WARD, BILL
The Doghouse
CKWX, Vancouver, B. C., Canada
WARD, BILL
WHOW, Clinton, Ill.
WARD, BILL
Rebel Ranch
WUSN, Charleston, S. C.
WARD, FRANK
Platter Parade
WXRA, Buffalo, N. Y.
WATSON, JACK
Jack's Record Shop
WJVB, Jacksonville Beach, Fla.
WAX, JERRY
WALL, Middletown, N. Y.
WAYME, FRANK
Hi Ladies
WVCH, Chester, Pa.
WAYNE, BURT
Music Hall
WNEW, New York, N. Y.
WAYNE, ROSEMARY
Rosemary Wayne Spins
WJJD, Chicago, Ill.
WAYNE, STU
Stu Wayne Show
WPEN, Philadelphia, Pa.
WAYT, BILL
Magic in Melody
KOCO, Salem, Oregon
WEATHERLY, MARVIN
Platter Parade
WJNC, Jacksonville, N. C.
WEAVER, BOB
KERN, Bakersfield, Calif.
WEAVER, ROBYN
Robyn Weaver Show
WIRL, Peoria, Ill.
WEAVER, WALTER
1280 Club
WONW, Defiance, Ohio
WEBB, GERALD
Melody Matinee
KYAK, Yakima, Wash.
WEBB, T. CHARLES
Music by Request
KVOA, Tucson, Ariz.
WEBSTER, DAVE
Heart Beat
WJNO, W. Palm Beach, Fla.
WEBSTER, JAMES
Melody Ballroom
WCUM, Cumberland, Md
WEBSTER, KURT
Midnight Dancing Party
WBT, Charlotte, N. C.
WEEKLY, EARL
The Earl
WSVA, Harrisonburg, Va.
WEGMAN, BILL
WGEM, Quincy, Ill.
WEIL, BUD
Matinee with Aubrey
KENO, Las Vegas, Nevada
WEIVODA, CLYDE
Telephone Request
KASM, Albany, Minn.
WELCH, COOPER
Club 1310
KFKA, Greeley, Colo.
WELCH, EDWARD
1490 Club
KORN, Mitchell, South Dakota
WELCH, JACK
KUBC, Montrose, Colo.
WELLER, HANK
Sagebrush Cowboy's Show
WKTG, Thomasville, Ga.
WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.
WELLS, HANK
WAX Works
KHOZ, Harrison, Ark.
WELSBACHER, RICHARD
WCLT, Newark, Ohio
WENDELL, BUD
Wendell's Waxworks
WJMO, Cleveland, Ohio
WENDT, DUDLEY
Out West Special
KOVE, Lander, Wyo.
WERY, BOB
Announcer-Engineer
WMNC, Morganton, N. C.
WESLEY, DON
WGGH, Marion, Ill.
WILLIAMS, MARC
Spin The Platter & Marc Time
WTTS, Bloomington, Ind.
WILLIAMS, MEREDITH
The First Five
KVOR, Colorado Springs, Colo.
WILLIAMS, VINCE
Vince Williams Show
ABC
WILLIAMSON, HOWARD
Howard's Bandstand
KICA, Clovis, N. M.
WILLIAMSON, JAMES S.
Rhythm Hour
WTRR, Sanford, Fla.
WYNN, PAUL
Wynn's Inn
WEWO, Laurinburg, N. C.

— Y —

YALOWEY, NICK
TNT Review-Clock Watcher
WITZ, Jasper, Ind.
YORKE, WALLY
Swing Inn
CHWK, Chilliwack, B. C., Canada
YOST, BOB
Breakfast with Bob
WBRK, Pittsfield, Mass.
YOUNG, AL
1230 Club
WCMA, Corinth, Miss.
YOUNG, FRED
KRAM, Las Vegas, Nevada
YOUNG, GARY
Gary's Show
WWYO, Pineville, W. Va.
YOUNG, J. N., JR.
Rhythm Express
KBST, Big Spring, Texas
YOUNG, O. C.
Rise & Shine
WHIS, Bluefield, W. Va.
YOUNG, PAUL
KIOX, Bay City, Texas
YOUNGBLOOD, JIM
Home Hour
WPAD, Paducah, Ky.
YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.
YUNKER, JAMES
Coffee Time
KVEC, San Luis Obispo, Calif.

— Z —

ZELLICH, MARK
Off The Record
WATW, Ashland, Wis.
ZIEGLER, RICHARD
Record Reveille
WEIM, Fitchburg, Mass.
ZIMMERMAN, HARRY
Record Rodeo
KEYD, Minneapolis, Minn.
ZINKAND, PHIL
970 Club
WWSW, Pittsburgh, Pa.
ZOGG, HAL
Parade of Mod. Amer. Music
KUTA, Salt Lake City, Utah

Geoff Davis

ANNOUNCER

SPORTSCASTER

DISK JOCKEY

SPORTS DIRECTOR

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ATLANTIC REFINING COMPANY

OVER THE HOME OF CHAMPIONS NETWORK

OF THE NEW YORK YANKEES

ANNOUNCERS—MC'S

RADIO AND TELEVISION

—their work during 1951

☆

— A —

ABBOTT, BOB
KAUS, Austin, Minn.
ABBOTT, BUD
WHAS-TV, Louisville, Ky.
ABBOTT, WARREN
KWSH, Holdenville, Okla.
ACKERMAN, EARL
KDIX, Dickinson, No. Dak.
ADAMS, CEDRIC
What's New?
Your Home Town
WCCO, Minneapolis, Minn.
ADAMS, MILTON
WBTM, Danville, Va.
ADAMS, RAY
WKNX, Saginaw, Mich.
ADEMY, JOHN
WCAO, Baltimore, Md.
ADKINS, JACK
KPDQ, Portland, Oregon
AHLES, BILL
WGET, Gettysburg, Pa.
AIKEN, JIM
WEOL, Elyria-Lorain, Ohio
ALARIE, RICHARD
WPAW, Pawtucket, R. I.
ALDI, ALDO
WOV, New York, N. Y.
ALEXANDER, AL
KHMO, Hannibal, Mo.
ALEXANDER, JACK
WDSU-TV, New Orleans
ALLBRIGHT, NAT
WEAM, Arlington, Va.
ALLEN, BOB
WJAY, Mullins, S. C.
ALLEN, DAVE
WJEJ, Hagerstown, Md.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, MEL
(See Sports Commentators)

ALLEN, PETE
WCKY, Cincinnati, Ohio
ALLERTON, LEE
WLBC, Muncie, Ind.
ALLINGHAM, JOHN
CKNB, Campellton, N. B., Canada
ALLISON, JOE
WSM-TV, Nashville, Tenn.
ALSPAUGH, WILLIAM
WRAL, Raleigh, N. C.
ALTON, GENE
CJLS, Yarmouth, N. S., Can.
ALVAREZ, JOSE MANUEL
WIPR, San Juan, P. R.
ALVES, JOHNNY
KTRM, Beaumont, Texas
ANDERSON, ALEX
WSKI, Montpelier, Vt.
ANDERSON, BILL
CFBC, St. John, N. B., Can.
ANDERSON, DON
WDAF, Kansas City, Mo.
ANDERSON, EMIL
WKGN, Knoxville, Tenn.
ANDERSON, JACK
WMRO, Aurora, Ill.
ANDERSON, JOE
WQUA., Moline, Ala.
ANDERSON, JOHN
WBAT, Marion, Ind.
ANDERSON, WARREN
KTXC, Big Spring, Texas
ANDREWS, DAVID
KFRM, Kansas City, Mo.
ANDREWS, DAVID
KMBC, Kansas City, Mo.
ANNAND, FRANK
WCHS, Charleston, W. Va.
ANSBRO, GEORGE
Manhattan Maharajah, ABC
John Daly TV News, WJZ-TV
ANTOINE, TEX
Children's Theatre
Weather By Wethbee
NBC-TV
APP, JIM
WWOD, Lynchburg, Va.
APPLE, IRA
WACB, Kittanning, Pa.
ARENBURG, FRED
CKBW, Bridgewater, Nova Scotia, Canada
ARENS, WALLY
CFCN, Calgary, Alberta, Can.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNOTT, P.
KNUJ, New Ulm, Minn.
ARO, BOBBY
WHLB, Virginia, Minn.
ARTER, MALCUM
WKOK, Sunbury, Pa.
ARTHUR, DOUG
WIBG, Philadelphia, Pa.
ASHBURN, RON
WNOX, Knoxville, Tenn.
ASHLEY, M.
WLBG, Laurens, S. C.
ATKINSON, GORD
CHUM, Toronto, Ont., Can.
ATWATER, F. KENT
WJRI, Lenoir, N. C.
AUSTIN, BOB
KSDO, San Diego, Calif.
AUSTIN, BOB
WCTT, Corbin, Ky.
AUSTIN, DON
WHOW, Clinton, Ill.
AUSTIN, FLETCHER
Tap The Barrel
WBTV, Charlotte, N. C.
AYCOCK, JIM
WJMB, Brookhaven, Miss.
AYCOCK, ROBERT
WDXI, Jackson, Tenn.

— B —

BADGLEY, BILL
CKTB, St. Catharines, Ont., Canada
BAGWELL, KEN
Saturday Swing
KXYZ, Houston, Texas
BAILEY, GENE
KGBC, Galveston, Texas
BAILEY, HOWARD
CFCN, Calgary, Alberta, Can.
BAILEY, JACK
Queen For A Day
MBS
BAINTER, JACK
WIBA, Madison, Wis.
BAINTER, WILLIAM
KIT, Yakima, Wash.
BAKER, ART
You Asked For It, ABC; Dinah Shore Show, NBC
BAKER, CLIFFORD
WCPO, Cincinnati, Ohio
BAKER, DAVE
WELM, Elmira, N. Y.
BAKER, DAVE
WUST, Bethesda, Md.
BAKER, DEAN
KCRS, Midland, Texas
BAKER, JAMES
KBWD, Brownwood, Texas
BALDRIDGE, ALAN
WCSI, Columbus, Ind.
BALE, NORMAN
KALT, Atlanta, Texas
BALINT, STEVE
WXRA, Buffalo, N. Y.
BALLESTEROS, CATIN
WIPR, San Juan, P. R.
BALTZER, LARRY
KHUZ, Borger, Texas
BANKS, BILL
KSPT, Sandpoint, Idaho
BANKS, DAVE
WENK, Union City, Tenn.
BANN, BOB
KWSO, Wasco, Calif.
BARKER, PETER
CJOR, Vancouver, B. C.
BARKLEY, JIM
KSUM, Fairmont, Minn.
BARNES, DICK
KNEM, Nevara, Mo.
BARNES, TEDDY
WEKR, Fayetteville, Tenn.
BARNES, WILLIAM
CBT, Grand Falls, Nfld., Can.
BARNETT, DON
KENI, Anchorage, Alaska
BARNETT, RUSSELL
WKMH, Dearborn, Mich.
BAROODY, FRANK
WFEA, Manchester, N. H.
BARR, DWIGHT
WLBC, Muncie, Ind.
BARRETT, RAY
Bringing Up Mother
NBC-TV
BARRICK, JOHN
WKAY, Glasgow, Ky.
BARRY, JACK
Life Begins At Eighty
WJZ-TV
Juvenile Jury
NBC-TV
BARRY, JOHN
WTTM, Trenton, N. J.
BARRY, NICK
WCMW, Canton, Ohio

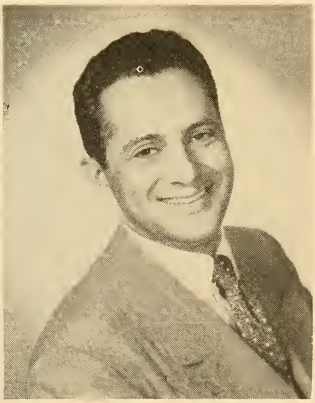
ED HERLIHY

BARRY, NORMAN
WMAQ, Chicago, Ill.
BARTELL, ED
KQV, Pittsburgh, Pa.
BARTON, FRANK
KNBH, Hollywood, Calif.
BARTON, HAL
WTAD, Quincy, Ill.
BARTON, JOHN
CKRD, Red Deer, Alberta, Canada
BARTON, JOHN
WHOW, Clinton, Ill.
BASELEON, GEORGE
WEEK, Peoria, Ill.
BASSETT, JOHN
WNEB, Worcester, Mass.
BASSMAN, DON
KCRS, Midland, Texas
BATEMAN, DOUGLAS
WLIO, East Liverpool, Ohio
BATEMAN, JUNE
WLIO, East Liverpool, Ohio
BATSON, GAY
WDSU-TV, New Orleans, La.
BAUERNFEIND, LOUIS
KCLX, Colfax, Wash.
BAUM, HARRY
WSSB, Durham, N. C.
BAXTER, CHARLES
WTOL, Toledo, Ohio
BAY, W. RICHARD
KMTV, Omaha, Nebr.
BEAL, KING
KXEL, Waterloo, Iowa
BEARDSLEY, BASIL
WJER, Dover, Ohio
BEASLEY, IRENE
Grand Slam
CBS
BEAULIEU, ROBERT
CJEM, Edmundston, N. B., Canada
BEAUMONT, PERRY
WLOK, Lima, Ohio

BECK, JACKSON
(See Artists Section)

BECKMAN, FREDERIC
WLW-C, Columbus, Ohio
BEDFORD, PAUL
WFMJ, Youngstown, Ohio
BEEBE, JOHN
WKAN, Kankakee, Ill.
BEECHAM, WALLACE
WKSR, Pulaski, Tenn.
BEECHER, DON
WJPS, Evansville, Ind.
BEGUE, JOHN
Holiday For Two
WTAX, Springfield, Ill.
BEINERT, TED
WIBV, Belleville, Ill.
BEKAS, TONY
WHGB, Harrisburg, Pa.
BELL, MONTE C.
KADA, Ada, Okla.
BELLAH, MILTON
WDAR, Savannah, Ga.
BELLAIRS, MAL.
WCFL, Chicago, Ill.
BENDT, JACK
WKLO, Louisville, Ky.
BENNETT, LEN
WNHC-TV, New Haven, Conn.
BENSON, BOB
KYW, Philadelphia, Pa.
BENSON, BOB
WBIZ, Eau Claire, Wis.
BENSON, DICK
WIRC, Hickory, N. C.
BENSON, HAL
Household Quizzer
WMPS, Memphis, Tenn.
BENSON, HERB
WHKK, Akron, Ohio
BENSON, RED
Take A Number
MBS
BENSON, RUSS
WIBV, Belleville, Ill.
BERGER, GENE
WOL, Washington, D. C.
BERGER, JEAN
CKBL, Matane, Que., Canada
BERGERON, HENRI
CKCH, Hull, Que., Canada
BERNARD, ARMAND
WERI, Westerly, R. I.
BERNIER, GUS
WMUR, Manchester, N. H.
BERTRAND, BOB
KIOA, Des Moines, Iowa
BETTINGER, JACK
WTOL, Toledo, Ohio
BIANCHI, CONSTANTINE
WJPD, Ishpeming, Mich.
BICHL, KEN
WLEC, Sandusky, Ohio
BIGLER, TOM
WILK, Wilkes-Barre, Pa.
BILLINGSLEY, BILL
WADE, Wadesboro, N. C.
BILLINGSLEY, BOB D.
KVAL, Brownsville, Texas
BISHARA, JOSEPH
WKOP, Binghamton, N. Y.
BIRSCOE, ROY
WSTV, Steubenville, Ohio

HERB



SHELDON

BISHOP, DIANA
CFAB, Windsor, N. S., Canada
CKEN, Kentville, N. S., Can.
BISHOP, GEORGE
CJAD, Montreal, Quebec, Can.
BJORNSON, BJORN
CKOK, Penticton, B. C., Can.
BLACK, JOE
WHK, Cleveland, Ohio
BLACK, R. LEE
KIMA, Yakima, Wash.
BLAINE, JAMES
WIBC, Indianapolis, Ind.
BLAINE, JIMMY
Stop The Music
ABC-TV
Speidel Show
NBC-TV
BLAIR, FRANK
WNBW, Washington, D. C.
BLAIR, HARRY
WMDN, Midland, Mich.
BLAIS, YVON
CKAC, Montreal, Canada
BLAKE, BRUCE
WHKK, Akron, Ohio
BLAKE, CHARLES
WSON, Henderson, Ky.
BLAKE, WIN
WKXL, Concord, N. H.
BLEASDALE, IRVINE
WICA, Ashtabula, Ohio
BLOOM, LYNN
WKVA, Lewistown, Pa.
BLOOM, MAURY
WXRA, Buffalo, N. Y.
BLOWER, CHUCK
KTKT, Tucson, Arizona
BODIE, ARMAND
Mama Goes A-Shopping
WSOC, Charlotte, N. C.
BODNER, GEORGE
WRFD, Worthington, Ohio
BOECKMANN, JOHN
WTYC, Rock Hill, S. C.
BOGYO, JIM
CHUB, Nanaimo, B. C., Can.
BOLDT, VIC
KVIC, Victoria, Texas
BOLIN, BOB
WTYC, Rock Hill, S. C.
BOLLINGER, JIM
Classified Column of the Air
WINN, Louisville, Ky.
BOLLWINKEL, CAL
WHFB, Benton Harbor, Mich.
BONDARIN, A.
KFOR, Lincoln, Nebr.
BONN, THEODORE, JR.
WKLV, Blackstone, Va.
BOREELLI, RALPH
WJMJ, Philadelphia, Pa.
BOSLEY, LYLE
WXKW, Albany, N. Y.
BOSTIC, TOM C.
KIMA, Yakima, Wash.
BOTHE, RON
KFIZ, Fond Du Lac, Wis.
BOTTORFF, GERRY
WKLO, Louisville, Ky.
BOUCHIER, EUGENE P.
KCOM, Sioux City, Iowa
BOUCK, LOUIS
WMTC, Vancleve, Ky.
BOURQUE, WARREN
WERI, Westerly, R. I.
BOWER, BOB
WTIP, Charleston, W. Va.
BOWERS, CLIFF
CKRD, Red Deer, Alberta, Can.
BOWLES, AL
KYAK, Yakima, Wash.
BOWMAN, DUKE
KWFT, Wichita Falls, Texas
BOWMAN, GUY
WJBK-TV, Detroit, Mich.
BOWMAN, JOHN
WDOV, Dover, Dela.
BOWMAN, STANLEY
WCMB, Lemoyne, Pa.
BOZEMAN, JOHNNY
WDBL, Springfield, Tenn.
BRADLEY, DON
WJOL, Joliet, Ill.
BRADLEY, HARVEY
WBTA, Batavia, N. Y.
BRADLEY, LYLE
WTRY, Troy, N. Y.
BRADSHAW, BILL
WCKY, Cincinnati, Ohio
BRAHON, DON
WLDS, Jacksonville, Ill.
BRAMAH, BILL
CFOR, Orillia, Ont., Canada
BRAMHALL, BILL
WEMP, Milwaukee, Wis.
BRAND, FRANK
CKPR, Fort William, Ont., Canada
BRANSON, TODD
WWCA, Gary, Ind.
BREAULT, ROBERT
WMNB, North Adams, Mass.
BRECHT, LESTER
KBOR, Brownsville, Texas
BREEN, JERRY
WKLA, Ludington, Mich.
BRENNAN, TOM
KXLA, Pasadena, Calif.

BEN GRAUER

NBC

Radio TV

BRETZ, KEITH
KRMG, Tulsa, Okla.
BREVIK, ERNIE
WDAY, Fargo, N. Dak.
BRINKLEY, JACK
WLS, Chicago, Ill.
BROCK, RAY
WHBY, Appleton, Wis.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROKAW, C. W.
KGIW, Alamosa, Colo.
BROOKS, FOSTER
WAVE-TV, Louisville, Ky.
BROWN, ANDY
WGWR, Asheboro, N. C.
BROWN, BILL
WEDO, McKeesport, Pa.
BROWN, BOB
WOC, Davenport, Iowa
BROWN, FRANK R.
KTIP, Porterville, Calif.
BROWN, HARRY
WKIP, Poughkeepsie, N. Y.
BROWN, HONEY
WBCO, Birmingham-Bessemer, Ala.
BROWN, LYAL
CKCK, Regina, Sask., Canada
BROWN, MORGAN
WELM, Elmira, N. Y.
BROWN, PAUL
KVMC, Colorado City, Texas
BROWN, TED
Paul Winchell-Jerry Mahoney Show
NBC-TV
BROWN, WADE
KOLS, Pryor, Okla.
BROWN, WOODBRIDGE B.
WHAI, Greenfield, Mass.
BROWNE, TOM
WMEV, Marion, Va.
BROWNING, DOUGLAS
ABC Late News
Champion Roll Call
ABC
BRUBAKER, TOM
KSST, Sulphur Springs, Tex.
BRUCE, JACK
WNAX, Yankton, S. D.
BRUGGEMAN, VERN
KULA, Honolulu, Hawaii
BRUNNER, LARRY
WCPO, Cincinnati, Ohio
BRUTON, BILL
KBMY, Billings, Montana
BRYAN, GEORGE
Arthur Godfrey's Talent Scouts
CBS-TV
BRYANT, EDWARD
WFBL, Syracuse, N. Y.
BRYANT, TED
KRLC, Lewiston, Idaho
BUCKLEY, BILL
WCHS, Charleston, W. Va.
BUCKLEY, NIEL
WPFB, Middletown, Ohio
BUDD, MILTON
WMBD, Peoria, Ill.
BULLER, RICHARD
WKMH, Dearborn, Mich.
BULLINGTON, BILL
KREI, Farmington, Mo.
BURDICK, GORDON
KCLX, Colfax, Wash.
BURGESS, DAN
WMSA, Massena, N. Y.
BURGESS, TOM
Top Your Neighbor
WMSC, Columbia, S. C.
BURKA, BUD
WTIP, Charleston, W. Va.
BURKE, GORDON
KULA, Honolulu, Hawaii
BURKHARDT, KENNETH
KSIM, Sikeston, Mo.
BURLEY, DON
WBBZ, Ponca City, Okla.
BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, STAN
Club 93, WPAT; Protam Quiz, Glad Tidings, South Africa—Land of Contrasts, This Is Australia, Club Car in the Clouds, etc.

BURT, JIM
KELO, Sioux Falls, South Dakota
BURWELL, TED
WCKB, Dunn, N. C.
BUSLEE, HENRY
WISC, Madison, Wis.
BUTHERUS, ED
KGW, Portland, Oregon
BUTLER, WARDE
WHIZ, Zanesville, Ohio
BYRNE, PAT
CFJR, Brockville, Ont., Can.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

ANNOUNCER "BIG STORY"

NARRATOR "CAVALCADE OF AMERICA"

HOST ON "HOLLYWOOD PLAYHOUSE"

"SATURDAY NIGHT THEATRE" AND "SUNDAY NIGHT THEATRE"

NBC-TV

CY HARRICE

CALCOATE, GORDON
KIOX, Bay City, Texas
CALDWELL, SAM
Garden Gate
CBS
CALHOUN, JOHN
WFLO, Farmville, Va.
CALTON, JOHN
WERC, Erie, Pa.
CALVERT, BOB
WDYK, Cumberland, Md.
CAMPBELL, HOWARD
KSMN, Mason City, Iowa
CAMPOFREDA, NICK
WAAM, Baltimore, Md.
CANNON, JOHN
City Hospital
CBS
CANNON, STEVE
KBUN, Bemidji, Minn.
CAPLETTE, DOUGLAS
KXO, El Centro, Calif.
CAPPS, BOB
KDMO, Carthage, Mo.
CAREY, RON
KTLN, Denver, Colo.
CARL, LEONARD
KMA, Shenandoah, Iowa
CARLE, BENNY
WAFM-TV, Birmingham, Ala.
CARLE, LARRY
WOND, Pleasantville, N. J.
CARLISLE, BOB
WCMB, Lemoyne, Pa.
CARLSON, BOB
KIRX, Kirksville, Mo.
CARLSON, RUFUS
KVI, Seattle, Wash.
CARNAHAN, HERB
KTJS, Hobart, Okla.
CARNEY, JACK
KPLT, Paris, Texas
CARPENTER, ROBERT E.
WKBB, Dubuque, Iowa
CARPENTER, KEN
Bing Crosby Show
CBS
CARR, ROY
WLOL, Minneapolis, Minn.
CARROLL, TOMMY
WMBR-TV, Jacksonville, Fla.
CARSON, JAMES C.
KWBM, Williston, N. Dak.
CARTER, FRANK
WPEN, Philadelphia, Pa.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARTER, LeROY
KXTX, Childress, Texas
CARTY, BILL
WIP, Philadelphia, Pa.

CASE, NELSON
B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Ken Murray, CBS-TV; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Mel Torme - Peggy Lee, CBS - TV; Amahl and the Night Visitors, NBC-TV.

CASHIN, MICHAEL
CKEY, Toronto, Ont., Canada
CASSELMAN, CHET
KERN, Bakersfield, Calif.
CATUDAL, JACQUES
CKAC, Montreal, Canada
CAUDILL, CARL B., JR.
WFTC, Kinston, N. C.
CAVANAUGH, JOE
WARD, Johnstown, Pa.
CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.
CHAMBERS, STAN
KTLA, Los Angeles, Calif.
CHAMPLIN, GLEN
KEYD, Minneapolis, Minn.
CHAPMAN, DICK
KFRU, Columbia, Mo.
CHAPMAN, ED
WKRG, Mobile, Ala.
CHASE, BUD
WKRC-TV, Cincinnati, Ohio
CHASE, BUD
WKRC.-TV, Cincinnati, Ohio
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
CHASE, GENE
WIL, St. Louis, Mo.
CHASE, TOM
WOW, Omaha, Nebr.
CHASE, WARD
WBAY, Green Bay, Wis.
CHERNAULT, GEORGE
WSLS, Roanoke, Va.
CHESNEY, JOE
CKNW, New Westminster, B. C., Canada
CHESSER, ALEC
KITE, San Antonio, Texas
CHESTER, LLOYD
CKCW, Moncton, N. B., Can.
CHILDERS, PERRY CLINTON
WEAB, Greer, S. C.
CHILES, LOUIS
WROL, Knoxville, Tenn.
CHOATE, HANFORD
KWNW, Wenatchee, Wash.

RAY MORGAN

ANNOUNCER M. C.

AMERICAN INVENTORY — *NBC-TV*

AMERICA'S TOWN MEETING — *ABC-TV*

CRUSADE IN THE PACIFIC — *ABC-TV*

CHRISTENSEN, DON
WHBL, Sheboygan, Wis.
CHRISTENSEN, WALT
KVOX, Moorhead, Minn.
CHRISTENSON, ELMER
Happy Music
WSHB, Stillwater, Minn.
CHRYSLER, AL
CKCR, Kitchener, Ont., Can.
CLARK, BILL
WJCD, Seymour, Ind.
CLARK, BUD
KOOK, Billings, Montana
CLARK, DAN
KVGB, Great Bend, Kansas
CLARK, GORDON
KRIC, Beaumont, Texas
CLARK, JAMES
WWGP, Sanford, N. C.
CLARKE, BARRIE
Club 1430
CHEX, Peterborough, Ont., Canada
CLAUSEN, BOB
KGLO, Mason City, Iowa
CLAYTON, JOHN
KWNO, Winona, Minn.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CLEARWATER, WINFIELD
WFMY-TV, Greensboro, N. C.
CLEAVER, JIM
WBCK, Battle Creek, Mich.
CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.
CLEFTON, ROD
KHQ, Spokane, Wash.
CLINE, CLAY, JR.
WJZM, Clarksville, Tenn.
COCHRAN, BILL
Buck Rogers
ABC-TV
COLE, BRAD
KOOS, Coos Bay, Oregon
COLE, GRADY
WBT, Charlotte, N. C.
COLE, PETER
WTVJ, Miami, Fla.
COLEMAN, CHARLES
WGKV, Charleston, W. Va.
COLEMAN, LES
WFAI, Fayetteville, N. C.
COLEMAN, PAUL
WINR, Binghamton, N. Y.
COLLIER, RALPH
WHAM, Rochester, N. Y.
COLLING, BOB
CHLO, St. Thomas, Ont., Canada
COLLINS, DAVE
WSCR, Scranton, Pa.

COLLYER, BUD
Break The Bank
ABC, NBC
Beat The Clock
CBS-TV

COLTRANE, DANIEL W.
KOFO, Ottawa, Kansas
COMBES, RALPH
KFEQ, St. Joseph, Mo.
COMEAU, DENNY
CJLS, Yarmouth, N. S., Can.
COMO, HUNTER
KDAL, Duluth, Minn.
COMPTON, AL
WCKB, Dunn, N. C.
CONDIT, ED
Magic Cottage
Du Mont
Early Morning News
WABD
CONDRON, STUART
KGNC, Amarillo, Texas
CONNERS, BOB
WKBI, St. Marys, Pa.
CONRADE, STEVE
WDOD, Chattanooga, Tenn.
COOK, BOB
WAKR, Akron, Ohio
COOK, RUSS
WHBY, Appleton, Wis.
COOK, WARREN
WANE, Ft. Wayne, Ind.
COOK, WES
KRES, St. Joseph, Mo.
COOK, WILLIAM A.
KWRO, Coquille, Oregon
COOKE, ART
CHLO, St. Thomas, Ont., Can.
COOKE, DWIGHT
People's Platform
You And The World
CBS

COOLEY, SPADE
(See Radio-TV Artists)

COOPER, CLEM
WMFD, Wilmington, N. C.
COOPER, JOE
WQUA, Moline, Ill.

KEVIN KENNEDY

YOUR ESSO REPORTER — 7:00-7:15 P.M.
MON. THRU SAT.

WPIX

TV COMMENTATOR

N. Y. KEFAUVER HEARING
IT HAPPENED THIS WEEK
MATINEE NEWSREEL
IN THE COURSE OF HUMAN EVENTS
TELEVIEWS OF THE NEWS
SIX GUN PLAYHOUSE
LEAVE IT TO PAPA
SPORTS PAGE

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RADIO
SPORTS HEADLINES
ATLANTIC REFINING CO.
WALNUT TOBACCO CO.
PRINCETON FOOTBALL

MUrray Hill 2-1234

TV SALESMAN

NASH-KELVINATOR
KRUEGER BEER
B. F. GOODRICH
TORINO
PALMOLIVE
STRAUSS STORES
PAUL WHITEMAN SHOW COAST TO COAST
LARAINE DAY SHOW
COLGATE COMEDY HOUR
CURTISS-WRIGHT AERONAUTICS
RICE-CHEX
RYBUTOL
BEECHNUT GUM

CORBETT, JOHN
Breakfast At The Lenox
WBEN, Buffalo, N. Y.

CORBETT, KEN
KLWT, Lebanon, Mo.

CORBIN, LOU
WFBR, Baltimore, Md.

CORDIC, REGE
WWSW, Pittsburgh, Pa.

CORRIGALL, NED
CKRD, Red Deer, Alberta, Can.

CORRIGAN, JOHN
CKOY, Ottawa, Ont., Canada

CORTEZ, CARLOS
KDIA, Auburn, Calif.

COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.

COSTA, JOE
WKBB, Dubuque, Iowa

COSTLEY, JAN
WINR, Binghamton, N. Y.

COVINGTON, DICK
WHBQ, Memphis, Tenn.

COWELL, ED
WJHL, Johnson City, Tenn.

COWNDEN, MAURICE
CJAV, Port Alberni, B. C., Canada

COX, JIM
CKNW, New Westminster, B. C., Canada

COX, R. WAYNE
KCHI, Chillicothe, Mo.

CRABB, BOB
CKOC, Hamilton, Canada

CRAFT, STAN
KXRO, Aberdeen, Wash.

CRAIG, CHARLES
WHBC, Canton, Ohio

CRAIG, NANCY
Nancy Craig Show
WJZ-TV

CRAIG, WILLIAM
WATA, Boone, N. C.

CRAIN, MARVIN
KNET, Palestine, Texas

CRANE, STEVE
WZIP, Covington, Ky.

CRAWFORD, BOB
KALL, Salt Lake City, Utah

CRAWFORD, GENE
WGBF, Evansville, Ind.

CRAWFORD, V.
WJNO, W. Palm Beach, Fla.

CRESWELL, DICK
KIOA, Des Moines, Iowa

CRISSY, DONALD E.
WFCB, Dunkirk, N. Y.

CRISWELL, WILLIAM
WCUM, Cumberland, Md.

CROCKER, BETTY
Betty Crocker Magazine Of The Air
ABC
Betty Crocker Star Matinee
WJZ-TV

CROSS, MILTON
Metropolitan Opera
Piano Playhouse
Met Opera Auditions
ABC

CRUTCHFIELD, DOUG
WLOH, Princeton, W. Va.

CUBBERLY, DAN
The Line-Up
CBS

CULBER, CAL
KFYR, Bismarck, N. D.

CULLEN, BILL
This Is Nora Drake, CBS.

CUMMINGS, PATTI
The Continental
CBS-TV

CURRAN, BERNARD
CJCH, Halifax, N. S., Canada

CURRY, BILL
WTYC, Rock Hill, S. C.

CURRY, DON
KHUZ, Borger, Texas

CURTIS, ALAN
Coffee With Curtis
WFGM, Fitchburg, Mass.

CURTIS, MARK
KWRN, Reno, Nevada

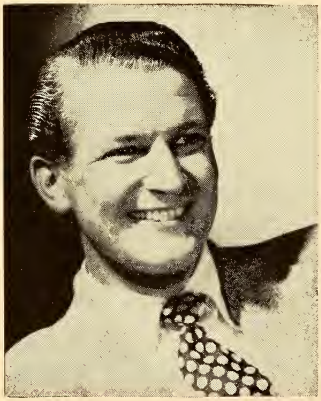
— D —

DAHL, DON
KDAL, Duluth, Minn.

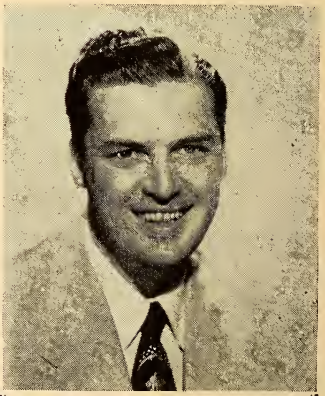
DAHLSTROM, CARL
KTUR, Turlock, Calif.

DAIL, AMBERT
WGH, Newport, News, Va.

DAILEY, TOM
Recall It & Win
KWK, St. Louis, Mo.



BUD COLLYER



WALTER HERLIHY

M.C.

The Dione Lucas Show — WJZ-TV

Fun With Food — WJZ-TV

DANA, LES
Town Topics
WSPD, Toledo, Ohio

DANIELS, PAUL
WWNH, Rochester, N. H.

DARGAN, TOM
KING-TV, Seattle, Wash.

DAUGHERTY, JIM
WGPA, Bethlehem, Pa.

DAUM, KENNETH
WBKV, West Bend, Wisc.

DAVIDSON, WILLIAM J.
KECA-TV, Hollywood, Calif.

DAVIS, ARCHIE
WFHR, Wisconsin Rapids, Wis.

DAVIS, BILLY
WDSG, Dyersburg, Tenn.

DAVIS, CHARLES
WERI, Westerly, R. I.

DAVIS, DAN
WCKY, Cincinnati, Ohio

DAVIS, DON
KFRC, San Francisco, Calif.

DAVIS, DON
WLW-T, Cincinnati, Ohio

DAVIS, EDDIE
KFAB, Omaha, Nebr.

DAVIS, GEOFF
(see Sports Commentators).

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVIS, HY
WJXN, Jackson, Miss.

DAVIS, JOHNNY
KICA, Clovis, N. M.

DAVIS, JOHNNY
WUSJ, Lockport, N. Y.

DAVIS, L. WAYNE
WAKE, Greenville, S. C.

DAVIS, NORM
WRUF, Gainesville, Fla.

DAVY, FRED
WJAS, Pittsburgh, Pa.

DAWES, HARVEY
CKCK, Regina, Sask., Canada

DAWSON, BILL
WNXT, Portsmouth, Ohio

DAWSON, JACK
CFRB, Toronto, Ont., Canada

DAY, GENE
WABG, Greenwood, Miss.

DAY, JACK
WFBR, Baltimore, Md.

DAY, ROLAND
WAFB, Baton Rouge, La.

DEANE, BUDDY
Swing Class
WITH, Baltimore, Md.

DEANE, JERRY
KXEL, Waterloo, Iowa

DECKER, BEN
WIRK, W. Palm Beach, Fla.

DEEGAN, BILL
CFCF, Montreal, Quebec, Can.

DEEGAN, JOHNNY
WHUM, Reading, Pa.

DE FAY, RICHARD
WTVB, Coldwater, Michigan

DeHAVEN, BOB
Breakfast With Bob
Friendly Time
WCCO, Minneapolis, Minn.

DeLANEY, ROBERT
WCVA, Culpeper, Va.

DELINE, JIM
WSYR, Syracuse, N. Y.

DERRICK, JIM
WPLA, Plant City, Fla.

DeSHANE, MEL
KAUS, Austin, Minn.

DICKINSON, ED
KELK, Elko, Nevada

DICKSON ,JOHNNY
KBON, Omaha, Nebr.

DIEBEL, DICK
KVAL, Brownsville, Texas

DILLON, GENE
WCMW, Canton, Ohio

DILWORTH, SCOTT
WJOL, Joliet, Ill.

DINSMORE, ED
Breakfast At The Lenox
WBEN, Buffalo, N. Y.

DiSIMONE, GENE
WRYO, Rochester, Pa.

DISNEY, RUFUS
WCTT, Corbin, Ky.

DIXON, BOB
B. April 8, 1911, Stamford, Conn.; Sheriff Bob Dixon Show, DuMont TV; Perry Mason, CBS; Edward R. Murrow, CBS; Life Can Be Beautiful, NBC.

DIXON, DARRELL
WITZ, Jasper, Ind.

DIXON, MASON
KICD, Spencer, Iowa

FRANK GALLOP

NELSON CASE

MANAGEMENT: MCA

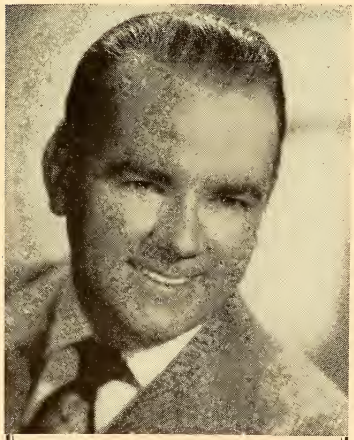
DOAK, BILL
KCOH, Houston, Texas
DOBBS, HARVEY
CHUM, Toronto, Ont., Canada
DOBSON, GEORGE
KALT, Atlanta, Texas
DODD, MIKE
WBAC, Cleveland, Tenn.
DODDS, DARWIN
KDSH, Boise, Idaho
DODSON, WILLIAM
KICK, Springfield, Mo.
DOLAN, TOM
WJZM, Clarksville, Tenn.
DONAHUE, TOM
WIBG, Philadelphia, Pa.
DONLEY, RED
WSTV, Steubenville, Ohio
DONNELLY, JIM
WCOJ, Coatesville, Pa.
DORNHUBER, HENRY
WCVA, Culpepper, Va.
DOSTAR, TOM
WAGA, Atlanta, Ga.
DOUGHERTY, CHUCK
WBTH, Williamson, W. Va.
DOUGLAS, HUGH
Hollywood Sound Stage
CBS

DOUGLAS, SCOTT
Fireside Theater; Dinah Shore; Swift Show; Chevrolet Show, NBC-TV; Easy Aces, Du Mont.

DOWLING, WILLIAM
WACB, Kittanning, Pa.
DOWNEY, ROB
WSAM, Saginaw, Mich.
DOWNS, HUGH
WNBQ, Chicago, Ill.
DOWNS, LEE
KNET, Palestine, Texas
DOYLE, JIM
Modern Concert Hall
KSIL, Silver City, New Mexico
DOYLE, JOHN
KILO, Grand Forks, North Dakota
DOYLE, VINCE
WJVA, South Bend, Ind.
DRAPER, LARRY
WEIR, Weirton, W. Va.
DREW, CHARLES
WVLK, Versailles & Lexington, Ky.
DROUBAY, PAUL
KID, Idaho Falls, Idaho
DUANE, BILL
WLS, Chicago, Ill.
DUDLEY, DICK
Rockabye, Dudley
NBC
DUEMKE, KARL
KXGN, Glendive, Montana
DUFOUR, YVON
CKCH, Hull, Que., Canada
DUFRESNE, PIERRE
CKCH, Hull, Que., Canada
DUGAS, PAUL J.
WTWN, St. Johnsbury, Vt.
DUKAS, JAMES
WPAR, Parkersburg, W. Va.
DULANE, CHUCK
WGAY, Silver Spring, Md.
DULL, JAMES
WBAX, Wilkes-Barre, Pa.
DUMONT, HERMEL
CJEM, Edmundston, N. B., Canada
DUNCAN, JIM
WEBQ, Harrisburg, Ill.
DUNFIELD, LEONARD
CKEN, Kentville, N. S., Can
DUNFIELD, LEONARD C.
CFAB, Windsor, N. S., Canada
DUNHAM, JOHN
WBKB, Chicago, Ill.
DUNLAP, DAVID
WAEB, Allentown, Pa.
DUNNICLIFF, JOHN
KTRF, Thief River Falls, Minn.
DURAND, TOM
WTTM, Trenton, N. J.
DURANT, ROLLAND
WICY, Malone, N. Y.
DURMA, ED
WSCR, Scranton, Pa.
DUVAL, JACQUES
CKCV, Quebec, Canada
DYER, BILL
WKOK, Sunbury, Pa.
DYER, BOB
WKNX, Saginaw, Mich.

— E —

EAKINS, PHIL
KEPO, El Paso
EARLE, BOB
KSO, Des Moines, Iowa
EASON, DICK
KREL, Baytown, Texas



JOHNNY OLSEN
RUMPUS ROOM (TV)
KIDS & CO. (TV)
BREAK THE BANK (AM)

REX MARSHALL

EASTMAN, JIM
WMMT, McMinnville, Tenn.
ECKMAN, RAYMOND
WBGR, Jesup, Ga.
EDELL, BOB
WROK, Rockford, Ill.
EDGAR, GEORGE
KXRN, Renton, Wash.
EDWARDS, BILL
KGO-TV, San Francisco, Calif.
EDWARDS, DICK
KREW, Sunnyside, Wash.
EDWARDS, TOM
KOSA, Odessa, Texas
EDWARDS, JOHN
WIP, Philadelphia, Pa.

EDWARDS, RALPH
B. June 13, 1913, Merino, Colo.; Truth Or Consequences, NBC; This Is Your Life, NBC; Ralph Edwards TV Show, NBC-TV.

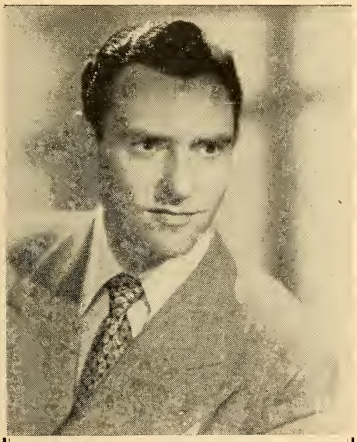
ELBERS, DICK
WFAS, White Plains, N. Y.
ELLINGSON, DON
KGEZ, Kalispell, Montana
ELLIOT, JACK
KTTS, Springfield, Mo.
ELLIOTT, FRANCIS
WREV, Reidsville, N. C.
ELLIOTT, PETER
CJBQ, Belleville, Ont., Canada
ELLISON, PAUL
WBTH, Williamson, W. Va.
ELLISON, WM.
WHBF, Rock Island, Ill.
ELYOT, GENE
KWRN, Reno, Nevada

EMERICK, BOB E.
B. Dec. 9, 1915, Tacoma, Wash.; Gus Lesnevich vs. Bob Emerick Show, WOR; Buddy Rogers Show, WOR; Share the Wealth, NBC; Bill Goodwin Show, NBC-TV.

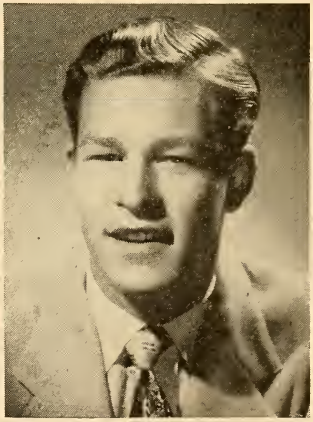
EMERY, MERLE
WGGH, Marion, Ill.
EMERY, RALPH
WLAV, Grand Rapids, Mich.
EMERY, RALPH
WNAH, Nashville, Tenn.
ENGLER, BOB
KOL, Seattle, Wash.
ERICKSON, LEO
KVAN, Vancouver, Wash.
ERTVESS, PAUL
WTXL, Springfield, Mass.
ERWIN, GEORGE
KFJZ, Fort Worth, Texas
ESSIG, VINCENT
WKAN, Kankakee, Ill.
ESSICK, LOU
WGNI, Wilmington, N. C.
EVANS, BOB
WSSB, Durham, N. C.
EVANS, JEFF
WLDY, Ladysmith, Wis.
EVANS, ROBLEY
WHK, Cleveland, Ohio
EVANS, STAN
KSWO, Lawton, Okla.
EVANS, THOMAS
KGMB, Honolulu, Hawaii
EWING, CLIFF
KOOK, Billings, Montana

— F —

GABIEN, LOUIS
WARC, Rochester, N. Y.
FACENDA, FRANK
WVEC, Hampton, Va.
FACENDA, JOHN
WIP, Philadelphia, Pa.
FAGAN, BILL
WEOA, Evansville, Ind.
FAGAN, PAT
WEBR, Buffalo, N. Y.
FAHRINGER, HAROLD
WBTA, Batavia, N. Y.
FAIR, JIM
WJZ-TV, New York, N. Y.
FANCHER, K. L.
KPDN, Pampa, Texas
FAREY, EDWARD C.
CKDA, Victoria, B. C., Canada
FARIS, CLINT
WGTM, Wilson, N. C.
FARRELL, BILL
KMHL, Marshall, Minn.
FARRELL, FRANK
Footlights & Kleiglights
NBC-TV
FARREN, EDDYE
KBWD, Brownwood, Texas
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FAUCHER, RALPH
WMRO, Aurora, Ill.
FAULK, LINK
WCKB, Dunn, N. C.
FAUSH, DEACON
WBCO, Birmingham-Bessemer, Ala.



MORT LAWRENCE
ANNOUNCER — EMCEE — NARRATOR
RADIO — TELEVISION — FILMS
LE. 2-1100



DICK STROUT
HOLLYWOOD
Announcer — Narrator and Co-Owner
RICHARD STROUT PRODUCTIONS
Box 2261, Hollywood 28 CApitol 0767
Also: 507 Fifth Avenue, New York

FEELEY, FRANK
Frank's Film Funnies
WDAF-TV, Kansas City, Mo.
FEENEY, EUGENE
WHLM, Bloomsburg, Pa.
FELIX, JIM
WFIL, Philadelphia, Pa.
FELLERS, CHUCK
KBIZ, Ottumwa, Iowa
FELTHAM, LYALL
CJAV, Port Alberni, B. C., Canada
FELTON, BILL
WHBY, Appleton, Wis.
FENDER, HARRY
KXOK, St. Louis, Mo.

FENNEMAN, GEORGE
B. Nov. 10, 1919, Pekin, China; "You Bet Your Life," NBC, NBC-TV; "Dragnet," NBC; "The Perfect Husband," ABC.

FIELD, ELLIOT
WKAT, Miami Beach, Fla.
FIELD, ROBERT V.
KVAL, Brownsville, Texas
FIELDS, LEE
KPOW, Powell, Wyo.
FINAN, JOE
WPIC, Sharon, Pa.
FINDLAY, JIM
CFRN, Edmonton, Alberta, Canada
FINE, MEL
WERC, Erie, Pa.
FINLAYSON, JOHN L., JR.
KCOM, Sioux City, Iowa

FINN, MICHAEL
WEOA, Evansville, Ind.
FISHER, MERLIN
KSDN, Aberdeen, S. Dak.
FISHER, NORM
KGEZ, Kalispell, Montana
FITZGERALD, ED
WOOD, Grand Rapids, Mich.
FITZGERALD, JOHN
WXEL, Cleveland, Ohio
FITZGERALD, MIKE
CHUM, Toronto, Ont., Canada
FITZGERALD, PAT
KNOK, Columbia, S. C.

FITZMAURICE, MICHAEL
B. April 28, 1908; Chicago, Ill. Sammy Kaye Show, CBS-TV; Whispering Streets, ABC; Live Like a Millionaire, NBC, CBS-TV; All Star Revue, NBC-TV; Flying Tigers, DuMont.

FLETCHER, TOM
WHK, Cleveland, Ohio
FLETCHER, WARREN
KUTA, Salt Lake City, Utah
FLINT, WALT
WGPC, Albany, Ga.
FLOOD, BILL
Wendy Warren and the News
CBS
FLYNN, ARTHUR
WLAW, Boston & Lawrence, Mass.

FORD, ART
The Art Ford Show
NBC-TV
FORD, DOUG
WHIS, Bluefield, W. Va.
FORMAN, WIN
WARM, Scranton, Pa.
FORSELL, RON
KXLE, Ellensburg, Wash.
FORSTER, ROGER
Gangbusters
CBS
FORTIN, JEAN JACQUES
CHRL, Roberval, Que., Can.
FORTNER, VIRG
KBMW, Wahpeton, N. D.
FOSTER, MARK
KIMO, Independence, Mo.
FOSTER, TERRY
WHBL, Sheboygan, Wis.
FOUTS, W. C.
KSFA, Birthday Party
KSFA, Nacogdoches, Texas
FOWLER, BILL
WBAT, Marion, Ind.
FOWLER, JAMES
WGPC, Albany, Ga.
FOX, BILL
KSTA, Coleman, Texas
FOX, JAMES
WCAV, Norfolk, Va.
FOX, VERNON
WEAB, Greer, S. C.
FRADETTE, PAUL
CKBL, Matane, Que., Canada
FRANCIS, JOE
WNHC-TV, New Haven, Conn.
FRANCIS, ROACHARD
WMDN, Midland, Mich.

SCOTT DOUGLAS
ANNOUNCER - ACTOR - M.C.
TELEVISION
Fireside Theatre — NBC-TV
Dinah Shore Show — NBC-TV
RADIO
Hallmark Playhouse — Leads
Stars Over Hollywood — Leads

NORMAN ROSS
★ WMAQ CHICAGO
"EARLY NORMAN ROSS" 1 year
"NORTH WESTERN RAILWAY" 15 years
"OSCAR MAYER" 5 years
"HERE'S NORMAN ROSS" 4 years
★ WGN CHICAGO
NORTHERN TRUST CO. 2 years
MC'ing 16 hours of sponsored programs weekly

FRANK, DON
WPEN, Philadelphia, Pa.
FRANKLIN, BOB
KGW, Portland, Oregon
FRANKLIN, DON
WHBC, Canton, Ohio
FRASER, GORDON
TV News
WJZ-TV
Gordon Fraser News
ABC
FRAZIER, BOB
WMMN, Fairmont, W. Va.
FREDERICKS, JACK
WKTV, Utica, N. Y.
FREDERICKS, PAT
WMAY, Springfield, Ill.
FREEMAN, HERB
WFIN, Findlay, Ohio
FREEMAN, RALPH
WJR, Detroit, Mich.
FREEMAN, WALTER
WULA, Eufaula, Ala.
FRENCH, DON
KVFD, Fort Dodge, Iowa
FROEMMING, BOB
WRFW, Eau Claire, Wis.
FROGGE, JOHN
WGBB, Freeport, N. Y.
FROH, DAVE
WILS, Lansing, Mich.
FRY, NORMAN
CKNX, Wingham, Ont., Can.
FULLER, LORENZO
WLIB, New York, N. Y.
FULLER, ROBERT
WBET, AM & FM, Brockton, Mass.
FULMER, BOB
WTTM, Trenton, N. J.
FURNACE, RANDY
WBYS, Canton, Ill.

— G —

GAAL, FRANK
WKMH, Dearborn, Mich.
GAINES, WALT
WIEL, Elizabethtown, Ky.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GALLAGHER, ROY
WMCK, McKeesport, Pa.
GALLAHER, EDDIE
Sun Dial
WITH, Baltimore, Md.
GALLOP, FRANK
Lights Out, Broadway Open House, NBC-TV
GANBLING, JOHN
WOR, Uew York, N. Y.
GAMLIEL, ELI
WLIB, New York, N. Y.
GAR, GRACE
America's Youngest Negro Disc-Jockey
WBCO, Birmingham-Bessemer, Ala.
GARDINER, DON
News
Monday Morning Headlines
ABC
GARNER, JIM
WDEF, Chattanooga, Tenn.
GARRETT, JIM
WJR, Detroit, Mich.
GARRETT, LEN
KVAN, Vancouver, Wash.
GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.
GASQUE, KENNETH
WJAY, Mullins, S. C.
GASTON, LYLE
KSWO, Lawton, Okla.
GATE, JAMES
WFBG, Altoona, Pa.
GAUGHN, JIM
WJAG, Norfolk, Nebr.
GAYMAN, PARKER
KFRC, San Francisco, Calif.
GEHNICH, ARNOLD
WCOJ, Coatesville, Pa.
GELLOTT, DICK
WCLO, Janesville, Wis.
GENTRY, BUD
WKOY, Bluefield, W. Va.
GEORGE, CAL
CKWX, Vancouver, B. C., Canada
GEORGE, LEE
WMBH, Joplin, Mo.
GEORGE, LOYD
KFRU, Columbia, Mo.
GERMAN, LOU
WOTW, Nashua, N. H.
GERMOND, WM. J.
WWYO, Pineville, W. Va.
GIBNEY, HAL
KNBH, Hollywood, Calif.

GEORGE FENNEMAN
Radio and TV
Groucho Marx Show—"YOU BET YOUR LIFE
Radio:
"DRAGNET" — NBC
Master of Ceremonies
"THE PERFECT HUSBAND"
ABC — Mon. - Fri.-
Coast to Coast
Motion Pictures:
Starring
in the Lansburgh Prod.
"EARTHQUAKE LAKE"
"THE THING" — RKO

PHIL TONKEN
ACTOR - ANNOUNCER - M.C.
PRIVATE FILES OF MATTHEW BELL
MUTUAL NEWSREEL
ROD & GUN CLUB
"NEMO" WEATHER REPORTER
RADIO TV

GIBSON, JIM
CJOB, Winnipeg, Manitoba, Canada
GIBSON, PAT
WHSC, Hartsville, S. C.
GIBSON, JACK
WLOU, Louisville, Ky.
GIELOW, VERNE
KVFD, Fort Dodge, Iowa
GIFFORD, SAM
WHAS-TV, Louisville, Ky.
GILBERT, AL V.
WIBA, Madison, Wis.
GILBERT, JACK
WSBT, South Bend, Ind.
GILBERT, JOHN
WRR, Dallas, Texas
GILLIGAN, ROY
Original Amateur Hour
WKRC, Cincinnati, Ohio
GILMORE, ART
Dr. Christian
CBS
GIVENS, BILL
KYW, Philadelphia, Pa.
GLEASON, BOB
KBRO, Bremerton, Wash.
GLEBA, TOM
WBNS-TV, Columbus, Ohio
GLOVER, LARRY
CKCK, Regina, Sask., Canada
GOARD, FRED
WHBF-TV, Rock Island, Ill.
GOODMAN, JOHNNY
KTHT, Houston, Texas
GOODWIN, BILL
Burns & Allen
CBS-TV
GOODWIN, GLENN
KSO, Des Moines, Iowa
GORDON, BILL
WENT, Gloversville, N. Y.
GORDON, BILL
WGTM, Wilson, N. C.
GORDON, DWIGHT
WJCD, Seymour, Ind.
GORDON, JOHN
CKLW, Detroit, Mich.
GORDON, LEE
KPRC-TV, Houston, Texas
GORDON, LLOYD
WESB, Bradford, Pa.
GOSS, FRANK
Hallmark Playhouse
CBS
GOTTLIEB, DICK
KPRC-TV, Houston, Texas
GOUGH, GAINES
WMRA, Myrtle Beach, S. C.
GOULD, JAY
WMCK, McKeesport, Pa.
GOUNDER, JACK
WEEU, Reading, Pa.
GRADY, CHARLES
WIMA, Lima, Ohio
GRAHAM, BILL
WAZL, Hazleton, Pa.
GRAHAM, DICK
WMID, Atlantic City, N. J.
GRAHAME, DICK
WGH, Newport News, Va.
GRAND, DICK
KTKT, Tucson, Arizona
GRANT, BOB
KRNR, Roseburg, Oregon
GRANT, HAL
WDBJ, Roanoke, Va.
GRANT, HAROLD
KBMW, Wahpeton, N. D.
GRANT, HAMILTON
CJAD, Montreal, Quebec, Can.
GRANT, JOE
WADC, Akron, Ohio
GRANT, LEE
KOLS, Pryor, Okla.
GRANT, LLOYD
WNAX, Yankton, S. D.
GRANT, PETER
WLW, WLW-T, Cincinnati, Ohio
GRATTON, BILL
WOC, WOC-TV, Davenport, Iowa

GRAUER, BEN
B. June 2, 1908, New York; Moderator—It's a Problem, NBC-TV; MC—See For Yourself, NBC-TV; U. S. Royal Showcase, NBC-TV; Eleanor Roosevelt Program, NBC; NBC Symphony-Toscanini, NBC-AM-TV; First Army Program — Headquarters N. Y., NBC-TV.

GRAVES, HAL
WENE, Binghamton-Endicott, N. Y.
GRAVINA, PETER
WNYC, New York, N. Y.
GRAY, GEORGE
WTAW, College Station, Texas
GRAY, HUGH
WDZ, Decatur, Ill.
GRAY, JOHN
WDOD, Chattanooga, Tenn.
GRAY, JOHN
WFBL, Syracuse, N. Y.
GRAYSON, JAY
WBAL-TV, Baltimore, Md.
GRAYSON, NICK
WEIR, Weirton, W. Va.
GREAR, JOSEPH
WHBF-TV, Rock Island, Ill.
GREAVES, ALEC
KTOW, Oklahoma City, Okla.
GREEN, HAL
WHLD, Niagara Falls, N. Y.
GREENE, DON
WSVS, Crewe, Va.
GREENFIELD, WESLEY
WJER, Dover, Ohio
GREENWOOD, DEL
WGBF, Evansville, Ind.
GREER, ROY
KSAM, Huntsville, Texas
GREGORY, BILL
WOND, Pleasantville, N. J.
GRENNAN, ED
WQUA, Moline, Ill.
GREWE, FRED
WCHV, Charlottesville, Va.
GRIFFITH, FRED
WTIP, Charleston, W. Va.
GRIFFITH, DALE
WENE, Binghamton-Endicott, N. Y.
GRIFFITH, LES
ABC Late News
Family Circle
ABC
GRIFFITHS, BILL
WKRT, Cortland, N. Y.
GRIGSBY, W. W.,
WMBH, Joplin, Mo.
GRIMM, JOSEPH E.
WILE, Cambridge, Ohio
GRISWOLD, JACK
WCSS, Amsterdam, N. Y.
GUIDI, HUGH
Wtop-TV, Washington, D. C.
GUIDI, JOE
WCAV, Norfolk, Va.
GUNDERMANN, GREY
WICY, Malone, N. Y.
GUNN, GEORGE
Opera Interviews
Dr. Gino
ABC
GUSTAFSON, ROGER
WKBW, Buffalo, N. Y.
GUSTAFSON, WARREN
KAAA, Red Wing, Minn.
GUY, PAUL
CHFA, Alberta, B. C., Canada
GWYN, BOB
KLIF, Dallas, Texas
GWYN, JACK
KRLD, KRLD-TV, Dallas, Tex.

— H —

HAASER, CHARLES
WMAS, Springfield, Mass.
HADDON, JOHN
WHIM, Bloomsburg, Pa.
HAGEMAN, DICK
WKRC-TV, Cincinnati, Ohio
HAGGART, BUD
WFDF, Flint, Mich.
HAINES, MARLIN
KEPO, El Paso, Texas
HALE, HOT-ROD
WBCO, Birmingham-Bessemer, Ala.
HALEY, PAT
WMCK, McKeesport, Pa.
HALEY, TOM
Haley Daily
WNBK, Cleveland, Ohio
HALL, HORTON
WBOB, Galax, Va.
HALL, JOHN
WESB, Bradford, Pa.
HALLOCK, TED
KPOJ, Portland, Oregon
HALSTEAD, CHARLES E.
KDIA, Auburn, Calif.
HALVERSON, JARED
WLLH, Lowell-Lawrence, Mass.
HAMILTON, GENE
Sammy Kaye Sunday Serenade
Marriage For Two
ABC
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMRICK, EARL
WKBW, Buffalo, N. Y.
HANCOCK, DON
Love Of Life
CBS-TV
HANLY, JOHN
WOL, Washington, D. C.
HANNA, RICK
WBUT, Butler, Pa.
HANNES, ART
Toast of the Town
CBS-TV
HANSEN, BOB
KTRI, Sioux City, Iowa
HANSEN, MILLARD
WJOL, Joliet, Ill.
HANSON, CURT
WBIZ, Eau Claire, Wis.
HANSON, GLEN
WDAY, Fargo, N. Dak.
HARBAUGH, VIC
KSTA, Coleman, Texas
HARDIN, CHUCK
WIEL, Elizabethtown, Ky.
HARDY, CARROLL
WDOS, Oneonta, N. Y.
HARLEY, BOB
WMOH, Hamilton, Ohio
HARLEY, DICK
WEDC, Chicago, Ill.

HARRICE, CY
B. March 1, 1915, Chicago, Ill.; The Big Story, Cavalcade of America, NBC; Kings Row, CBS; Hollywood Playhouse, WNBT; Saturday Night Theater, Sunday Night Theater, WNBT; First Hundred Years, CBS.

HARRILL, NELSON
WGWR, Asheboro, N. C.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, LEE
KIOA, Des Moines, Iowa
HARRIS, RADIE
Radie Harris Starlines
CBS
HARRIS, WALT
KFRC, San Francisco, Calif.
HARRIS, WES
WGAY, Silver Spring, Md.
HARRISON, BOB
WHNC, Henderson, N. C.
HARSHAW, DICK
WISE, Asheville, N. C.
HART, BILL
WPFB, Middletown, Ohio
HART, JOHN
WLLH, Lowell-Lawrence, Mass.
HART, WINK
WHUC, Hudson, N. Y.
HARTMAN, RUDY
CHUB, Nanaimo, B. C., Can.
HARVEY, J. BOYD
KSMN, Mason City, Iowa
HARVEY, LEO
CBT, Grand Falls, Nfld., Can.
HARVEY, LLOYD
WIRL, Peoria, Ill.
HARVEY, NEIL
WFIL-TV, Philadelphia, Pa.
HASSETT, EMMETT, JR.
KROS, Clinton, Iowa
HASTINGS, JACK
WPBC, Minneapolis, Minn.
HASTINGS, LOU
WOAI, San Antonio, Texas
HATCH, ED
WLYN, Lynn, Mass.
HATFIELD, LANSING
WSKY, Asheville, N. C.
HATHAWAY, SKIP
Skip-A-Long
KUGN, Eugene, Oregon
HAVEMAN, TOM
KBRC, Mount Vernon, Wash.
HAVIG, DEAN
KMO, Tacoma, Wash.
HAWKINS, LEM
KFGO, Fargo, N. D.
HAYDEN, FRANK
WTCO, Campbellsville, Ky.
HAYES, BRUCE
WRR, Dallas, Texas
HAYES, EARL
WJBK-TV, Detroit, Mich.
HAYES, GEORGE
Sunday News
Lyrically Speaking
ABC
HEAD, BYRON
KOIL, Omaha, Nebr.
HEALY, DAVID
KIXL, Dallas, Texas
HEFNER, A. J.
WMBO, Auburn, N. Y.
HELMERS, DALE
KSEK, Pittsburg, Kansas
HENDERSON, EUGENE
WOW-TV, Omaha, Nebr.
HENDERSON, LARRY
KNET, Palestine, Texas

HENDERSON, SKITCH
Talent Search, NBC-TV; Skitch Henderson Show, NBC

HENDRYX, GENE
KVLF, Alpine, Texas
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENRY, RALPH
KGNC, Amarillo, Texas
HENSON, JERRY
WMAY, Springfield, Ill.
HENSON, RUSSELL
WCTT, Corbin, Ky.

HERLIHY, ED
Horn & Hardart Children's Hour
Date In Manhattan
NBC-TV

HERLIHY, WALTER
The Dione Lucas Show, Fun With Food. Holiday Hints, Ladies Daily, WJZ-TV.

HERMANSFELD, ART
KBMW, Wahpeton, N. D.
HERNDON, AL
WBAL-TV, Baltimore, Md.
HERNON, PAT
WKOW, Madison, Wis.
HESINGTON, CHUCK
KWTO, Springfield, Mo.
HESS, BOB
KPAN, Hereford, Texas
HESTER, JEFF
WSLI, Jackson, Miss.
HETRICH, WAYNE
WLAN, Lancaster, Pa.
HEWITT, WARREN
KIRX, Kirksville, Mo.
HICKLING, LEE
WDOS, Oneonta, N. Y.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKOK, LACEY
WBAC, Cleveland, Tenn.
HICKS, FRANK
WHBF, Rock Island, Ill.
HICKS, JOHN
Langford-Ameche Show
WJZ-TV
HIESTAND, JOHN
Meet Corliss Archer
CBS
Allan Young Show
CBS-TV
HIGBEE, ARTHUR
KSUB, Cedar City, Utah
HIGDON, MAURIE
WGMS, Washington, D. C.
HIGGINS, CLYDE
WSTV, Steubenville, Ohio
HIGHAM, LEO
KID, Idaho Falls, Idaho
HILDEBRAND, JIM
KHMO, Hannibal, Mo.
HILL, BILL
KSDO, San Diego, Calif.
HILL, EARL
Coffee Club
WCDL, Carbondale, Penn.
HILL, ED
WMOK, Metropolis, Ill.
HILL, JOE
WLW-C, Columbus, Ohio
HILLE, DALTON
WMUS, Muskegon, Mich.
HINKLE, CHUCK
KWTX, Waco, Texas
HITE, BOB
Fred Waring Show
CBS-TV
HIVES, ARTHUR
Star Program Of Good Music
CKFH, Toronto, Ont., Canada
HODGE, ALAN
CJOR, Vancouver, B. C., Can.
HOFFMAN, HOWARD
WXEL, Cleveland, Ohio
HOGAN, JACK
WVMC, Mt. Carmel, Ill.
HOGAN, JAY
KRLD-TV, Dallas, Texas
HOLDEN, JACK
WLS, Chicago, Ill.
HOLECKO, ANDY
WICA, Ashtabula, Ohio
HOLIDAY, GORDON
Take The Break
Du Mont
HOLLE, EVERETT
WAFM-TV, Birmingham, Ala.
HOLLORAN, L. P.
KWBM, Williston, N. Dak.
HOLMAN, CLIFF
WDEV, Waterbury, Vt.
HOLMES, ROBERT D.
KAST, Astoria, Oregon
HOLMES, TED
WBRK, Pittsfield, Mass.
HOLT, DAN
WTCO, Campbellsville, Ky.
HOLTIN, GEORGE
WKBI, St. Marys, Pa.
HOLTZ, THOMSON
KFAB, Omaha, Nebr.
HOOD, TAL
WTAO, Cambridge, Mass.
HOOKER, ROBERT
KTRM, Beaumont, Texas
HOOVER, CHARLES
WDOK, Cleveland, Ohio
HOOVER, D. L.
WKSR, Pulaski, Tenn.
HORNER, FLOYD
WIRJ, Humboldt, Tenn.
HORST, RICHARD
WRAK, Williamsport, Pa.
HORTON, ROBERT
WKTM, Mayfield, Ky.
HOUGLUM, ROBERT L.
KIHR, Hood River, Oregon
HOUK, DON
WPTW, Piqua, Ohio
HOULE, MARCEL
CKBL, Matane, Que., Canada
HOULIHAN, WILLIAM
WEEK, Peoria, Ill.
HOURIGAN, HAP
WILS, Lansing, Mich.
HOWARD, DON
KSDO, San Diego, Calif.
HOWARD, PAUL
WTRF, Bellaire, Ohio
HOWARD, PHIL
WADC, Akron, Ohio
HOWARD, WED
WNBQ, Chicago, Ill.
HOWARD, WILLIAM T., JR.
KBTM, Danville, Va.
HOWELL, WAYNE
Broadway Open House
NBC-TV
Musical Merry-Go-Round
NBC
Stars Review The Hits
NBC
Bringing Up Mother
NBC-TV
HOWLETT, BILL
KVNI, Coeur D'Alene, Idaho
HOY, WALLACE, D.
WGVM, Greenville, Miss.
HUARD, GEORGES
CKCH, Hull, Que., Canada
HUBBARD, DAVE
WOAI-TV, San Antonio, Tex.
HUBBARD, EDDIE
WIND, Chicago, Ill.
HUCKABA, DICK
WDSG, Dyersburg, Tenn.
HUDSON, HARVEY
WLEE, Richmond, Va.

HUFF, OSCAR
WSAM, Saginaw, Mich.
HUGH, IVOR
Big Brother Bill's Kiddie Corner
WCCC, Hartford, Conn.
HUGHES, LEE
KRSN, Los Alamos, N. Mexico
HUGHES, TOM
WSLS, Roanoke, Va.
HULL, WARREN
Strike It Rich
NBC
HUME, ART
WLYN, Lynn, Mass.
HUMPHREYS, DAN
WPFB, Middletown, Ohio
HUNT, IRWIN
WLEC, Sandusky, Ohio
HUNTER, AL
KSDO, San Diego, Calif.
HUNTER, CLARENCE
CKBW, Bridgewater, Nova Scotia, Canada
HUNTER, GEORGE
WXYZ-TV, Detroit, Mich.
HURST, MICHAEL
WTBO, Cumberland, Md.
HUTCHINSON, HARDY
KGMB, Honolulu, Hawaii

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IRELAND, MILLARD
KOMO, Seattle, Wash.
IRVINE, JACK
KOOS, Coos Bay, Oregon
IRVING, BOB
WMAY, Springfield, Ill.
IRVING, PAUL
WEDC, Chicago, Ill.
IRWIN, TOM
KNEM, Nevada, Mo.
ISSACS, JIMMIE
KRBC, Abilene, Texas
IVES, ROBERT
WFBL, Syracuse, N. Y.

— J —

JACKSON, BILL
KVIC, Victoria, Texas
JACKSON, BOB
KHUZ, Borger, Texas
JACKSON, JAY
Lux Video Theater
CBS-TV
JACKSON, JESSE
KCRS, Midland, Texas
JACOBS, JOHN
Stars In The Air
CBS
JACOBS, JOHN
WDUN, Gainesville, Ga.
JAEGER, WILFRED H.
WHHH, Warren, Ohio
JAFFE, SYD
WNHC-TV, New Haven, Conn.
JAMES, ALLAN
WRFD, Worthington, Ohio
JAMES, ART
WKMH, Dearborn, Mich.
JAMES, BRIEN
KCRG, Cedar Rapids, Iowa

JAMES, DENNIS
Old Gold Original Amateur Hour
NBC-TV

JAMES, DICK
KCMC, Texarkana, Texas-Ark.

JAMES, STEVE
WHEE, Boston, Mass.
JANAVER, RICHARD
Cafe Istanbul
ABC
JANSEN, EDWARD
KRAM, Las Vegas, Nevada
JARVIS, AL
KLAC, Los Angeles, Calif.
JAY, ALLAN
WKVA, Lewistown, Pa.
JEFFERS, GEORGE
WTIP, Charleston, W. Va.
JEFFERIES, MORGAN
KRIS, Corpus Christi, Texas
JEFFREY, LEWIS
KMTV, Omaha, Nebr.
JENKINS, WAYNE
WBOW, Terre Haute, Indiana
JENSEN, BOB
KOVC, Valley City, N. Dak.
JENSEN, ERVING
KCOW, Alliance, Nebr.
JENSEN, FRED
KXRN, Renton, Wash.
JENSEN, PAUL
KOLN, Lincoln, Nebr.
JENSEN, RAN
WOC, WOC-TV, Davenport, Iowa
JENSEN, WALT
KSJB, Jamestown, N. Dak.
JESSEN, DICK
WCVI, Connellsville, Pa.
JOBES, HERBERT M.
KOFO, Ottawa, Kansas
JOHNSON, ARV
KCJB, Minot, N. Dak.
JOHNSON, BILL
KSUM, Fairmont, Minn.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, BOB
WAJR, Morgantown, W. Va.
JOHNSON, CONRAD
KCUL, Fort Worth, Texas
JOHNSON, DANA
WVMC, Mt. Carmel, Ill.
JOHNSON, DEAN
St. Croix Jamboree
WSHB, Stillwater, Minn.
JOHNSON, DICK
WHLB, Virginia, Minn.
JOHNSON, ED
WHAV, Haverhill, Mass.
JOHNSON, FRANK
KOH, Reno, Nevada
JOHNSON, HERB
KSIM, Salem, Oregon
JOHNSON, JOE
WPAQ, Mt. Airy, N. C.
JOHNSON, KARLETON
KDIX, Dickinson, No. Dak.
JOHNSON, LEN
WIKB, Iron River, Mich.
JOHNSON, ROYCE
KDDD, Dumas, Texas
JOHNSON, VERNON
KRSN, Los Alamos, N. Mexico
JOHNSTON, ALLEN
KTSM, El Paso, Texas
JOHNSTON, DANE
CKCR, Kitchener, Ont., Can.
JOHNSTON, JAMES
WLS, Chicago, Ill.
JOHNSTONE, FRANK
KFRC, San Francisco, Calif.
JOLLS, TOMMY
WUSJ, Lockport, N. Y.
JONES, ART
Iseman Talent Revue
KOTA, Rapid City, S. Dakota
JONES, BOB
WBAL-TV, Baltimore, Md.
JONES, DEL
KHQ, Spokane, Wash.

JONES, DON
The Record Room
WLEA, Hornell, N. Y.
JONES, GENE
KJSK, Columbus, Nebr.
JONES, JOHN PAUL
United Or Not
WJZ-TV
JONES, ROD
WJNC, Jacksonville, N. C.
JONES, TED
Night Beat
KNUZ, Houston, Texas
JORDAN, MARK
KECA-TV, Hollywood, Calif.
JORDAN, TONY
KELK, Elko, Nevada
JORGENSON, FRED
KGO-TV, San Francisco, Calif.
JOSEPH, EDDY
WHLD, Niagara Falls, N. Y.
JOURARD, LEE
CJBQ, Belleville, Ont., Canada
JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.
JUSTICE, CHARLES
WEAM, Arlington, Va.

— K —

KAHLER, BILL
WAZL, Hazleton, Pa.
KALNEUS, HARRY
WMBR-TV, Jacksonville, Fla.
KANE, RICHARD
WUSN, Charleston, S. C.
KAUFMANN, GEORGE F.
KBMW, Wahpeton, N. D.
KAY, BARRY
CKNX, Wingham, Ont., Canada
KAY, BOB
WAVE, WAVE-TV, Louisville, Ky.
KAY, LARRY
WHAP, Hopewell, Va.
KAYE, DEAN
CFCF, Montreal, Que., Canada
KEECH, KELVIN
Brunch Time
Kelvin Keech Show
ABC
KEELER, DAN
KSL-TV, Salt Lake City, Utah
KEEP, BARNEY
KEX, Portland, Oregon
KEIGHLEY, WILLIAM
Lux Radio Theater
CBS
KELIER, NORM
WMOH, Hamilton, Ohio
KELLER, ROBERT
WLBR, Lebanon, Pa .
KELLY, DON
WOAI, San Antonio, Texas
KELLY, JOE
Quiz Kids
NBC-TV
KELPE, HENRY
KOIL, Omaha, Nebr.
KENDRICK, JIM
KWTO, Springfield, Mo.
KENNEDY, DON
WBVP, Beaver Falls, Pa.
KENNEDY, HAL
KCJB, Minot, N. Dak.
KENNEDY, JOHN
Lux Radio Theater
CBS

KENNEDY, KEVIN
Your Esso Reporter — 7:00-7:15 p.m.; N. Y. Kefauver Hearing; Matinee Newsreel; It Happened This Week; In The Course Of Human Events; Televiews Of The News, WPIX.

KENNEDY, TERRY
WBCK, Battle Creek, Mich.
KENNEDY, TOM
WGMS, Washington, D. C.
KENNEDY, WAYNE
WKAI, Macomb, Ill.
KENNEY, STU
CKEY, Toronto, Ont., Canada
KENT, BOB
WMEV, Marion, Va.
KENT, FRANK
WPEN, Philadelphia, Pa.
KERR, BOB
Videosyncracies
WDAF-TV, Kansas City, Mo.
KERWOOD, ORIE
KMMJ, Grand Island, Nebr.
KESSENICH, JOHN R.
WDUZ, Green Bay, Wis.
KESSENICH, RAYMOND
WBKV, West Bend, Wis.
KETTLE, GEORGE
KGIW, Alamosa, Colo.
KIBBY, GORDON
WFUR, Grand Rapids, Mich.
KIDD, GEORGE
CFRN, Edmonton, Alberta, Canada
KIEL, LYMAN
WBCK, Battle Creek, Mich.
KIERAN, JOHN
Treasures of New York
NBC-TV
KIERNAN, WALTER
Family Circle
ABC
KILGORE, BOB
WHOO, Orlando, Fla.
KILIAN, JIM
WAAM, Baltimore, Md.
KILLPACK, LOVELL A., JR.
KOVO, Provo, Utah

KING, CARL
(See Artists Section)

KING, CHARLES
WKAL, Rome, N. Y.
KINGSLEY, DON
KSJB, Jamestown, N. Dak.
KING, JEAN PAUL
King's Truth
KLAS, Las Vegas, Nevada
KING, JIM
KDMO, Carthage Mo.
KING, JOHN REED
Chance Of A Lifetime
ABC & ABC-TV
Give & Take
CBS-TV
Ford Festival
NBC-TV
KING, JOHNNY
WWJ-TV, Detroit, Mich.
KING, JOSH
CHUM, Toronto, Ont., Canada
KING KO
King of The Disc-Jockeys
WBCO, Birmingham-Bessemer, Ala.
KING, ROY
WHLN, Harlan, Ky.
KINNEY, BOB
WDOD, Chattanooga, Tenn.
KIPPENBROCK, JAMES
Story Hour
KSFA, Nacogdoches, Texas
KIRBY, DURWARD
Garry Moore Show
CBS-TV
KIRKWOOD, JACK
Jack Kirkwood Show
Don Lee
Bob Hope Show
NBC
KIRVEN, ROY
WGCD, Chester, S. C.
KIRWIN, BILL
WREN, Topeka, Kansas
KISER, JOHN
WADE, Wadesboro, N. C.
KITCHEN, CORKY
WKLV, Blackstone, Va.
KITTLESON, CURT
KTOE, Mankato, Minn.
KLESTINE, FRED
WWOL, Buffalo, N. Y.
KLIEWER, L. W.
WVEC, Hampton, Va.
KNAUSS, ZANE
Musical Clock
WMGW, Meadville, Pa.
KNELLY, CARL
KCLW, Hamilton, Texas
KNIEVEL, JOHN
KIMA, Yakima, Wash.
KNIGHT, FRANK
WARE, Ware, Mass.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, KEN
WTCO, Campbellsville, Ky.
KOGAN, JACK
KRAM, Las Vegas, Nevada
KRAMER, WILLIAM J.
WILE, Cambridge, Ohio
KREUTZ, JACK
KTUR, Turlock, Calif.
KRIEGEL, JAY
KNET, Palestine, Texas
KRONSBURG, HERBERT
WFNC, Fayetteville, N. C.
KROSKE, BILL
WMCK, McKeesport, Pa.
KROUGH, RAY
WSDR, Sterling, Ill.
KRUSE, RUSS
KSDN, Aberdeen, S. D.
KRUYER, PAUL
WSBT, South Bend, Indiana
KUHNHAUSEN, JAMES
KTBI, Tacoma, Wash.
KULSETH, CLAYT
KBMW, Wahpeton, N. D.
KULT, IRV
WDLB, Marshfield, Wis.
KUNTZMAN, BILL
WSMI, Litchfield, Ill.
KURALT, CHARLES
WBT, Charleston, N. C.
KUREGER, RALPH
WCSS, Amsterdam, N. Y.

— L —

LACONI, JOSEPH
WBUT, Butler, Pa.
LAFLER, ALAN
WNAV, Annapolis, Md.
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LAMBERT, M. DOW
KIMA, Yakima, Wash.
LaMERE, ROY
WFHR, Wisconsin Rapids, Wis.
LAMUTIS, ALEX
WGVA, Geneva, N. Y.
LANAGAN, JAMES
WNBH, New Bedford, Mass.
LAND, ALLAN
WHIZ, Zanesville, Ohio
LAND, ZACK
WMAS, Springfield, Mass.
LANDEN, SKIP
KTOW, Oklahoma City, Okla.
LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
LANE, DICK
KTLA, Los Angeles, Calif.
LANE, J. K., JR.
KHBR, Hillsboro, Texas
LANGFORD, CAMERON
CJOY, Guelph Ont., Canada
LAPP, KEN
CFCN, Calgary, Alberta, Can.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LARSON, BEN
WRFW, Eau Claire, Wis.
LASSITER, CHAD
WIBC, Indianapolis, Ind.
LAUNER, ED
KODY, North Platte, Nebr.
LAURENCE, ED
CKCK, Regina, Sask., Canada
LAWRENCE, JAMES H.
KOVO, Provo, Utah

LAWRENCE, MORT
B. Dec. 4, 1914, Philadelphia, Pa.; Strike It Rich, CBS; Take A Number, Mutual; The Big Pay-off, NBC-TV; Inside the Doctor's Office, Mutual; Colgate Comedy Hour, NBC-TV; The Lone Ranger, WJZ-TV.

LAWSON, FRANK
WCMI, Ashland, Ky.
LAWSON, JOHN
CFOR, Orrillia, Ont., Canada
LAYMAN, EARLE
WPRC, Lincoln, Ill.
LEA, ROD
WWOD, Lynchburg, Va.
LEA, ROGER
WDVA, Danville, Va.
LEACH, ART
KOLS, Pryor, Okla.
LEACH, BOB
WRUF, Gainesville, Fla.
LEACH, ROBERT E.
WPGW, Portland, Indiana
LeBLANC, DONALD
CJOY, Guelph, Ont., Canada
LEBOEUF, MARCEL
CKCV, Quebec, Canada
LEE, BRUCE
WHIT, New Bern, N. C.
LEE, GARY
WNOK, Columbia, S. C.
LEE, STEVE
KBOR, Brownsville, Texas
LEE, TOM
WMRA, Myrtle Beach, S. C
LEEPER, JIMMY
WTVN, Columbus, Ohio
LeFEBRE, BILL
WFBR, Baltimore, Md.
LEFRANC, IVAN
WORA, Mayaguez, P. R.
LEGOFF, JACK
WFMJ, Youngstown, Ohio
LEIGHTON, BEN
KSTP, Minneapolis-St. Paul, Minn.
LEIGHTON, ISABEL
How Did They Get That Way
WJZ-TV
LEIGHTON, JERRY
WSAZ, Huntington, W. Va.
LEMON, OL' DOC
WTVN, Columbus, Ohio
LeMOND, BOB
Operation Underground, Our Miss Brooks, Meet Millie
CBS
LENAY, WILL
WSAI, Cincinnati, Ohio
LENNON, PAUL
WTTV, Bloomington, Ind.
LENNOX, JOHN
KGKB, Tyler, Texas
LENUSON, DICK
KBUN, Bemidji, Minn.

LEONARD, BOB
WBIS, Bristol, Conn.
LEONARD, JESSE
KEX, Portland, Oregon
LEPAGE, JEAN
WMSA, Massena, N. Y.
LEPARD, GLENN
WOOD, Grand Rapids, Mich.

LESNEVICH, GUS
Gus Lesnevich vs. Bob Emerick, WOR.

LEWIS, CARL
KCOW, Alliance, Nebr.
LEWIS, DICK
KVIC, Victoria, Texas
LEWIS, F.
WJNO, W. Palm Beach, Fla.
LEWIS, JOHN
WCAO, Baltimore, Md.
LEWIS, RALPH
WTAD, Quincy, Ill.
LEWIS, ROBERT Q.
Robert Q's Waxworks CBS
The Name's The Same WJZ-TV
LIDDLE, BOB
KHQ, Spokane, Wash.
LIEBMAN, JERRY
WPIC, Sharon, Pa.
LIEGOIS, BILL
WMAM, Marinette, Wis.
LIGGITT, PAUL
WHBF, Rock Island, Ill.
LILLICO, DICK
CHAB, Moose Jaw, Sask., Can.
LILLY, DON
WMAK, Nashville, Tenn.
LINDER, CEC
CKTB, St. Catharines, Ont., Canada
LINDLEY, BOB
KELP, El Paso, Texas
LINDSAY, BILL FRANK
KELT, Electra, Texas
LINDSAY, JAMES
KRIC, Beaumont, Texas
LINFOOT, VICTOR
WEXL, Royal Oak, Mich.
LING, CLYDE
WCAM, Camden, N. J.
LINGLE, DICK
WFBM, WFBM-TV, Indianapolis, Ind.
LINKLETTER, ART
People Are Funny, CBS, NBC; House Party, CBS; Life With Linkletter, ABC-TV
LINKOUS, MEL
WSLS, Roanoke, Va.
LINN, CLARE
WKMH, Dearborn, Mich.
LINN, SAM
WSAZ-TV, Huntington, W. Va.
LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.
LITCHFIELD, LITCH
WKBC, N. Wilkesboro, N. C.
LITTLE, ED
WEBR, Buffalo, N. Y.
LITTLEJOHN, JIM
KMHL, Marshall, Minn.
LIVICK, ART
WJMA, Orange, Va.
LLOYD, MORTON
KXEL, Waterloo, Iowa
LLOYD, RHONE
WPWA, Chester, Pa.
LLOYD, TED
KABC, San Antonio, Texas
LOCKE, ED
WIP, Philadelphia, Pa.
LODRINI, UGO
WJMJ, Philadelphia, Pa.
LOEBE, BARNEY
WNAG, Grenada, Miss.
LOFLIN, BOB
WAFM-TV, Birmingham, Ala.
LOFTESNESS, RAY
Ray's Revue
KSOO, Sioux Falls, South Dakota
LOMAX, KEN
KUGN Carousel
KUGN, Eugene, Oregon
LONERGAN, VINCE
WDGY, Minneapolis, Minn.
LONGACRE, JAY
WBAT, Marion, Ind.
LORIMER, DAVID C.
WILE, Cambridge, Ohio
LOUGHNANE, DONALD
KOWH, Omaha, Nebr.
LOUIS, JOHN
WSAZ-TV, Huntington, W. Va.
LOUTHER, JOHN
WKAL, Rome, N. Y.
LOW, JACK
KGFJ, Hollywood, Calif.
LOWE, DON
Thoughts In Passing, ABC; Life Begins At 80, WJZ-TV
LOWE, HOLLAND
WWNH, Rochester, N. H.
LOWRY, ROBERT A.
KVMC, Colorado City, Texas
LUCAS, CLYDE
WKTV, Utica, New York
LUCAS, WILLIAM E.
KOLN, Lincoln, Nebr.
LUCIAN, BOB
WBIS, Bristol, Conn.
LUCK, LUCKY
KPOA, Honolulu, Hawaii
LUDDEN, ALLEN
Mind Your Manners, NBC
LUGT, JOHN
KSL-TV, Salt Lake City, Utah
LUNDBOM, DEL
KGEM, Boise, Idaho
LUPTON, JOHN
WLAN, Lancaster, Pa.
LUSE, JACK
WANE, Ft. Wayne, Ind.
LUTHER, EDDIE
CFRB, Toronto, Canada
LYMAN, PETER
KAAA, Red Wing, Minn.
LYNCH, BILL
WRYO, Rochester, Pa.
LYNCH, FRANK
WOCB, W. Yarmouth, Mass.
LYNKER, JOHN
WPAT, Paterson, N. J.
LYNN, JACK
KVER, Albuquerque, N. Mex.
LYNN, JAMES
WVCH, Chester, Pa.
LYNN, RONNY
WKNX, Saginaw, Mich.

— Mc —

McADOO, DICK
WGBG, Greensboro, N. C.
McALLISTER, ROY
WHMA, Anniston, Ala.
McBEE, KEITH
WBAL-TV, Baltimore, Md.
McBRIDE, BILL
WOW, WOW-TV, Omaha, Nebr.
McBRIDE, GORDON
CKFI, Fort Frances, Ontario, Canada
McCANN, BOB
KBMY, Billings, Mont.
McCARL, BOB
KRNR, Roseburg, Oregon
McCARTHY, JIM
WBRE, Wilkes-Barre, Pa.
McCARTHY, JOSEPH
WRDO, Augusta, Maine
McCAULEY, JOE
WIP, Philadelphia, Pa.
McCLAIN, BUB
WVLK, Versailles & Lexington, Ky.
McCLAIN, JIM
KIXL, Dallas, Texas
McCLOY, GEORGE
CJOB, Winnipeg, Manitoba, Canada
McCOY, JACK
Like Like A Millionaire, NBC
McCURRY, R. A.
KREW, Sunnyside, Wash.
McDANIELS, EARL
KFVD, Los Angeles, Calif.
McDONNELL, STU
WIMS, Michigan City, Ind.
McDONALD, LARRY
WLS, Chicago, Ill.
McDONOUGH, JIM
WHUC, Hudson, N. Y.
McDOUGALL, DON
CJOC, Lethbridge, Alberta, Canada
McEACHERN, LEE
WHBQ, Memphis, Tenn.
McELWAIN, PHIL
KXRN, Renton, Washington
McFARLANE, MONTY
CJOR, Vancouver, B. C., Can.
McFARLIN, MAC, JR.
WDXI, Jackson, Tenn.
McGINNIS, DALLAS
KXEL, Waterloo, Iowa
McHUGH, DAN
WLBG, Laurens, S. C.
McINTOSH, DON
KULP, El Campo, Texas
McINTOSH, HUGH
KRLC, Lewiston, Idaho
McINTURFF, DONN C.
WNAH, Nashville, Tenn.
McKASSON, CHUCK
WGBF, Evansville, Ind.
McKAY, DEL
KRXL, Roseburg, Ore.
McKAY, TED
WMON, Montgomery, W. Va.
McKINLEY, AL
"West's Best"
KNUZ, Houston, Texas
McKINNEY, JIM
WMIX, Mt. Vernon, Ill.
McKINNEY, JOE
KCMC, Texarkana, Texas-Ark.
McLEAN, NORRIS
CKOK, Penticton, B. C., Can.
McLEOD, DON
WJBK, Detroit, Mich.
McMASTERS, JAY
WMEX, Boston, Mass.
McMILLEN, GENE
KRAL, Rawlins, Wyo.
McMILLEN, JIM
WCKB, Dunn, N. C.
McMULLEN, DON
KGVO, Missoula, Mont.
McMURRY, JOHN
WHLN, Harlan, Ky.
McNAMARA, JIM
WALA, Mobile, Ala.
McNEIL, DON
Don McNeil's TV Club, WJZ-TV; Breakfast Club, ABC
McNEILLY, JOE
WSFC, Somerset, Ky.
McNELLIS, MAGGIE
Say It With Acting; What's Playing?; WJZ-TV
McOSKER, DARRELL
KODY, North Platte, Nebr.

McVAY, BOB
KFJI, Klamath Falls, Oregon

— M —

MABRY, BOB
WXYZ-TV, Detroit, Michigan
MABRY, HARRY
WAFM-TV, Birmingham, Ala.
MAC, CLARENCE
CFAC, Calgary, Alberta, Can.
MacDOUGALL, JOHN
Vaughn Monroe Show
CBS-TV
MACK, BERNIE
WMUR, Manchester, N. H.
MACK, BILL
WEDC, Chicago, Ill.
MACK, JIMMY
WHFB, Benton Harbor, Mich.
MACK, JOHNNY
KBOA, Kennett, Mo.

MACK, TED
Old Gold Original Amateur Hour, NBC-TV; Ted Mack Family, WJZ-TV.

MACK, WAYNE
WDOK, Cleveland, Ohio
MACKAY, JAMES
Dennis James, WJZ-TV; Saturday Morning News, ABC
MAGUIRE, DICK
KFJI, Klamath Falls, Oregon
MALCOLM, ANITA
WXRA, Buffalo, N. Y.

MALONE, TED
Between The Bookends
ABC

MALOY, HENRY
WTRY, Troy, N. Y.
MALTZ, MILTON
WKHM, Jackson, Mich.
MANN, DAVE
WAGE, Syracuse, N. Y.
MANN, NORMAND
KRIO, McAllen, Texas
MANNS, BILL
WIP, Philadelphia, Pa.
MANNING, DAVE
KGFJ, Hollywood, Calif.
MANUSH, GEORGE
WLAY, Muscle Shoals, Ala.
MAPHET, DICK
KTMS, Santa Barbara, Calif.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARKSTROM, STEVE
WLIN, Merrill, Wis.
MARR, DALE
WKMH, Dearborn, Mich.
MARSHALL, CURT
WCRA, Effingham, Ill
MARSHALL, GEORGE
WJEJ, Hagerstown, Md.

MARSHALL, REX
(See Artists Section)

MARTIN, BILL
WHYN, Holyoke, Mass.
MARTIN, ED
WBBB, Burlington, N. C.
MARTIN, FRED
WHTC, Holland, Mich.
MARTIN, GEORGE
WKSR, Pulaski, Tenn.
MARTIN, JOE
KCLX, Colfax, Wash.
MARTIN, JOE
KMMJ, Grand Island, Nebr.
MARTIN, JOHN
KLIZ, Brainerd, Minn.
MARTIN, JOHNNY
WLOU, Louisville, Ky.
MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.
MARVIN, TONY
Arthur Godfrey And His Friends, CBS-TV
MASON, GENE
WKCT, Bowling Green, Ky.
MASON, JOE
WLEE, Richmond, Va.
MASSIE, CHARLES
WINA, Charlottesville, Va.
MASTERSON, JOHN
Live Like A Millionaire, CBS-TV
MATHEWS, JIM
WKBV, Richmond, Ind.
MATHEWS, PETE
WSAZ, Huntington, W. Va.
MATTHEWS, JIM
People Are Funny, CBS
MATTHEWS, TOM
WKLA, Ludington, Mich.
MATTISON, CARL
WWSC, Glens Falls, N. Y.
MATTISON, HENRY
KRHD, Duncan, Okla.
MAUER, BOB
Rumpus Room, Du Mont
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAURER, DEL
KDDD, Dumas, Texas
MAUNSELL, DAVID
WSKI, Montpelier, Vt.
MAWSON, RICHARD
KMVI, Wailuku, Maui, T. H.
MAXWELL, ED
WMAM, Marinette, Wis.
MAY, FRED
WARM, Scranton, Pa.
MAYER, BRUCE
WJBK-TV, Detroit, Mich.
MESSER, FRANK
WSKY, Asheville, N. C.
MESSER, NORM
WKXL, Concord, N. H.
METCALF, JAMES
WJAR-TV, Providence, R. I.
METHVEN, JEFF
KPLT, Paris, Texas
METZGER, DON
WMAM, Marinette, Wis.
MEYER, BILL
WVLN, Olney, Ill.
MEYER, MIKE
KRVN, Lexington, Nebr.
MICHAEL, EDWARD
Una Mae Carlisle; Rogues Gallery, ABC
MICHAEL, GEORGE
WWNH, Rochester, N. H.
MICHAEL, RAY
WNBW, Washington, D. C.
MICHAELS, ALAN
WNAR, Norristown, Pa.
MILLER, ALLEN
KING, Seattle, Wash.
MILLER, BILL
"Let's Make Music"
WTAX, Springfield, Ill.
MILLER, DON
KNUJ, New Ulm, Minn.
MILLER, ED
WKNA, Charleston, W. Va.
MILLER, IRV
WDLB, Marshfield, Wis.
MILLER, JIM
WNBW, Washington, D. C.
MILLER, MARVIN
Beulah, CBS
MILLER, SKIP
WJSW, Altoona, Pa.
MILLER, VAN C.
WFCB, Dunkirk, N. Y.
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILLS, FRANK
WBAP, WBAP-TV, Fort Worth, Texas
MILNE, JAMES T.
WNHC, New Haven, Conn.
MILSOP, JOSEPH
WCPA, Clearfield, Pa.
MILTON, RON
WKHM, Jackson, Mich.
MINTON, MARK
KGVL, Greenville, Texas
MITCHELL, WALT
KTBB, Tyler, Texas
MITCHELL, ED
WDOV, Dover, Delaware
MITCHELL, EVERETT
National Farm & Home Hour, NBC
MONTGOMERY, DEAN
KELO, Sioux Falls, South Dakota
MONTGOMERY, PAUL
WNAO, Raleigh, N. C.
MOORE, ARLYN
WMTC, Vancleve, Ky.
MOORE, BRITT
KGBC, Galveston, Texas
MOORE, CHUCK
KPDQ, Portland, Oregon
MOORE, JERRY
WKOK, Sunbury, Pa.
MOORE, TOM
Ladies Fair, MBS
MOREY, GEORGE
KDWT, Stamford, Texas
MORELAND, HUGH
CKSF, Cornwall, Ont., Canada
MORGAN, HAL
WLOK, Lima, Ohio

MORGAN, RAY
American Inventory, NBC-TV; America's Town Meeting, ABC-TV; Crusade In The Pacific, ABC-TV.

MORGAN, R. B.
WMBO, Auburn, N. Y.
MORRIS, BAXTER
WHKP, Hendersonville, N. C.
MORRIS, LeROY
WEAR, Pensacola, Fla.
MORRIS, ROY
WAGC, Chattanooga, Tenn.
MORRISON, HOWARD
WOPI, Bristol, Tenn.
MORRISON, WILLIAM
WINA, Charlottesville, Va.
MORSE, CHARLES
KPOW, Powell, Wyo.
MOSS, LLOYD
WNYC, New York, N. Y.
MOSTELLER, JERRY G.
WAKE, Greenville, S. C.
MOUZAR, FRANCIS
CKBW, Bridgewater, Nova Scotia, Canada
MOYER, BILL
CFNB, Fredericton, N. B., Can.
MULLIGAN, RAY
WPAM, Pottsville, Pa.
MULLINAX, W. A.
WESC, Greenville, S. C.
MUNDEN, GROVER
WMBL, Morehead City, N. C.
MUNZELL, SPECS
WIS, Columbia, S. C.
MURPHEY, DAN
KTEL, Walla Walla, Wash.
MURPHY, BOB
WJBK-TV, Detroit, Mich.

MURPHY, ED
WSYR, Syracuse, N. Y.
MURPHY, G. VINCENT
WKOP, Binghamton, N. Y.
MURPHY, JOHN
WPAW, Pawtucket, R. I.
MURPHY, WM. J.
WISE, Asheville, N. C.

MURRAY, JAN
Songs For Sale, CBS-TV, AM; Milton Berle Show, NBC-TV; Ed Sullivan Show, CBS-TV.

MURRAY, TOM
WIBV, Belleville, Ill.
MUSIC, REX
KSO, Des Moines, Iowa
MUSSER, WALTER J.
WBCM, Bay City, Mich.
MYERS, KENT
KSUB, Cedar City, Utah

— N —

NAKEL, PAUL
WJMO, Cleveland, Ohio
NASH, R. J.
KIOA, Des Moines, Iowa
NEAL, JIM
WSLI, Jackson, Miss.
NEELEY, BOB
WEOY, Carmi, Ill.
NEELY, JOHN
KCOH, Houston, Texas
NEHRLING, WALLY
WIRE, Indianapolis, Ind.
NEIBLING, ED
KTUL, Tulsa, Okla.
NEIDEL, CHUCK
WTXL, Springfield, Mass.
NEIL, EVERETT
WEDO, McKeesport, Pa.
NELIN, CECIL
KNEL, Brady, Texas
NELSON, BOB
KFIZ, Fond Du Lac, Wis.
NELSON, JOHN
Live Like A Millionaire, Bride and Groom, CBS-TV
NELSON, STAN
KITE, San Antonio, Texas
NELSON, VERN
KTRI, Sioux City, Iowa
NESS, DON
WJAG, Norfolk, Nebr.
NEWBERRY, MACK
KPAC, Port Arthur, Texas
NEWCOMBE, ED
WJIM, Lansing, Mich.
NEWELL, JAMES
CKBW, Bridgewater, Nova Scotia, Canada
NEWHOUSE, SHELBY
WWJ-TV, Detroit, Mich.
NEWMAN, JAMES A.
KFAL, Fulton, Mo.
NEWTON, GAY RICHARDS
KELT, Electra, Texas
NICHOLS, JACK
WJPB, Fairmont, W. Va.
NICHOLSON, AL
CJRW, Summerside, Prince Edward Island, Canada
NICKSON, NICK
WARC, Rochester, N. Y.
NIDIFFIER, RANDOLPH
WBEJ, Elizabethton, Tenn.
NIELSON, WALTER A.
WNHC, New Haven, Conn.
NILSON, BILL
KING-TV, Seattle, Wash.
NOEL, DICK
The Plainclothes Man, Du Mont
NOEL, JACK
WTTS, Bloomington, Ind.
NOLAN, JAS. W.
KIT, Yakima, Wash.
NORMAN, ROBERT
WHDL, Olean, New York
NORMAND, JACQUES
CKVL, Verdun, Que., Canada
NORRIS, JOE
WCRA, Effingham, Ill.
NORRIS, RANDY
KEYD, Minneapolis, Minn.
NORTHINGTON, JIMMY
WHKP, Hendersonville, N. C.
NORTON, DUKE
KFVD, Los Angeles, Calif.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUMMY, JIM
KTBC, Austin, Texas
NUNN, BILL
WCHV, Charlottesville, Va.
NUSBAUM, MORT
WHAM-TV, Rochester, N. Y.

— O —

O'BRIEN, BILL
WSAR, Fall River, Mass.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'DONNELL, BOB
WJMB, Brookhaven, Miss.
O'DONNELL, CHARLES
WCHA, Chambersburg, Pa.
ODOM, HOMER
KFDM, Beaumont, Texas
OGILIVIE, JACK
WJTN, Jamestown, N. Y.
OIEN, BERT
KLIZ, Brainerd, Minn.
OLIVE, GRAY
WWOD, Lynchburg, Va.
OLIVER, TELFORD K.
CKIN, Nelson, B. C., Canada
OLSEN, DELORES
KCUL, Fort Worth, Texas

OLSEN, JOHNNY
B. Windom, Minnesota; Johnny Olsen Luncheon Club, ABC; Break the Bank, ABC-NBC; Johnny Olsen Rumpus Room, Du-Mont; Kids and Company, Du-Mont.

O'TOOLE, BILL
Kids And Company, Du Mont; Famous Jury Trials, Du Mont; Sign-Off News, WABD
OVERTON, DAVE
WSM-TV, Nashville, Tenn.
OWEN, AL
WFNC, Fayetteville, N. C.
OWEN, ALAN
WMID, Atlantic City, N. J.
OWENS, BOB
KVOX, Moorhead, Minn.
OWNBY, LEN
WSSB, Durham, N. C.

— P —

PAGE, BOB
KCTX, Childress, Texas
PAINTER, DICK
KVGB, Great Bend, Kansas
PAKCER, VICTOR
WLIB, New York, N. Y.
PALEF, LAWRENCE
CBO, Ottawa, Ontario, Canada
PALEN, DAN C.
KXGN, Glendive, Montana
PALMER, CLARK
WRFD, Worthington, Ohio
PALMER, COY
KPDN, Pampa, Texas
PALMER, JAMES
KSIM, Sikeston, Mo.
PALO, GEORGE
KBUN, Bemidji, Minn.
PARKER, BILL
WNBF-TV, Binghamton, N. Y.
PARKER, JOHN
WBTM, Danville, Va.
PARKER, KEN
WDVA, Danville, Va.
PARKER, PAUL
WGNI, Wilmington, N. C.
PARKER, ROYAL
WASA, Havre De Grace, Md.
PARKS, BERT
Stop The Music, ABC & ABC-TV; Break The Bank, CBS-TV
PARSONS, ALFRED
WNAV, Annapolis, Md.
PARTRIDGE, GEORGE
Homaker Harmonies
WINN, Louisville, Ky.
PATOFF, REGUS
WLAV, Grand Rapids, Mich.
PATRICK, JOE
KGFJ, Hollywood, Calif.
PATRICK, LAWRENCE Q.
WAIR, Winston-Salem, N. C.
PATTERSON, DUDLEY
CJOB, Winnipeg, Manitoba, Canada
PAUL, NICK
WOAI, San Antonio, Texas
PAUL, RALPH
Strike It Rich
CBS
Lights Out
NBC-TV

PAUL, SIDNEY
TV: Pulitzer Prize Playhouse, ABC; Lucky Strike Theater, NBC; The Clock, NBC; Martin Kane, NBC; Radio: Counterspy, NBC; Bobby Benson, MBS; Martin Kane, NBC; Under Arrest, MBS; Mysterious Traveler, MBS.

PAULSEN, RAY
WJMS, Ironwood, Mich.
PAXTON, TOM
WKY-TV, Oklahoma City, Okla.
PAYNE BRUCE
WBCO, Birmingham-Bessemer, Ala.
PETERS, ROBERT F.
WFAS, White Plains, N. Y.
PETERSEN, JIM
KALL, Salt Lake City, Utah
PETERSON, ARNOLD
WATW, Ashland, Wis.
PATERSON, ART
WHRN, Syracuse, N. Y.
PETERSON, GEORGE
WBSC, Bennettsville, S. C.
PETERSON, WALTER
KELP, El Paso, Texas
PETRIE, ROBERT
WHBY, Appleton, Wis.
PETTEWAY, S. BRUCE
WFTC, Kinston, N. C.
PETTI, RALPH
WJAS, Pittsburgh, Pa.
PFEIFER, LEW
KFRC, San Francisco, Calif.
PFEIFFER, KIETH
KFJB, Marshalltown, Iowa
PFOUTZ, SANDY
WHED, Washington, N. C.
PHELPS, KENNETH
WMFD, Wilmington, N. C.

PHILLIPPE, GENE
WKID, AM & FM, Urbana, Ill.
PHILLIPS, BRAD
WINS, New York, N. Y.
PIERCE, CHARLES
WWNY, Watertown, N. Y.
PIERCE, RUSSELL
KGVL, Greenville, Texas
PIGG, CALVIN
WTAW, College Station, Texas
PIKE, BILL
CHUB, Nanaimo, B. C., Canada
PINEO, JOHN S.
CFAB, Windsor, N. S., Canada
PINEO, JOHN S.
CKEN, Kentville, N. S., Can.
PIPPERT, PAUL
KMA, Shenandoah, Iowa
PITTENGER, DICK
WFBM-TV, Indianapolis, Ind.
PLACAK, MARTIN
WBOW, Terre Haute, Ind.
PLATT, DAVID M.
WKLV, Blackstone, Va.
PROVOST, RICHARD
WWNY, Watertown, N. Y.
PRYCE, DAVID
1230 Club, WCDL, Carbondale, Pa.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PURSER, JIM
WMIX, Mt. Vernon, Ill.
PUTMAN, DON
WBBZ, Ponca City, Okla.
PYLANT, RUDY
KBOA, Kennett, Mo.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.
QUINLAN, TOM
KWBG, Boone, Iowa
QUINN, DOMINIC
WFDF, Flint, Mich.
QUINN, RAY
WPIK, Alexandria, Va.

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAFFENSBERGER, DON
WKVA, Lewiston, Pa.
RAFFERTY, CARL
KJSK, Columbus, Nebr.
RAINS, JACK
KTSM, El Paso, Texas
RAMSELL, DON
KCRG, Cedar Rapids, Iowa
RAMSEY, LU
KBKW, Aberdeen, Wash.
RANDALL, DALE R.
KWWL, Waterloo, Iowa
RANEY, WALTER
Noontime News; Double C Canteen; Bob Dixon Show; WABD, New York, N. Y.
RATHE, BOB
KOKX, Koekuk, Iowa
RAWSON, RONALD
Young Dr. Malone
CBS
RAYBURN, JOHNNY
WMBD, Peoria, Ill.
REARDON, TOM
WABG, Greenwood, Miss.
REBER, DON
KVNU, Logan, Utah
REYNOLDS, GENE
WBAP, WBAP-TV, Fort Worth, Texas
RHODES, MIKE
KING, Seattle, Wash.
RHONE, PAUL
WBRE, Wilkes-Barre, Pa.
RICHARDS, BILL
WESA, Charleroi, Pa.
RICHARDS, BILL
WGKV, Charleston, W. Va.
RICHARDS, BOB
WAZL, Hazleton, Pa.
RICHARDS, JOHN
CFNB, Fredericton, N. B., Canada
RICHARDS, MALCOLM
WSAI, Cincinnati, Ohio
RICHARDS, TOMMY
KRHD, Duncan, Okla.
RICHARDSON, RUSS
CKOV, Kelowna, B. C., Can.
RICHARDSON, TED
WMOH, Hamilton, Ohio
RICHMOND, ROBERT
WREN, Topeka, Kansas
RICO, JOE
WWOL, Buffalo, N. Y.
RILEY, DON
KSTP, Minneapolis-St. Paul, Minn.
RILEY, JAY
WMOK, Metropolis, Ill.
RILEY, L. C.
WJPB, Fairmont, W. Va.
RIPLEY, RONALD
KBWD, Brownwood, Texas
ROACH, JACK
WMUS, Muskegon, Mich.
ROBERTS, CHARLES
WGAR, Cleveland, Ohio
ROBERTS, HOWDY
WMT, Cedar Rapids, Iowa
ROBERTS, KEN
Frank Sinatra Show
CBS
ROBERTS, LARRY
KXRO, Aberdeen, Wash.
ROGEL, WILLIAM
Charlie Wild, Private Detective
CBS
ROGERS, DON
WRIB, Providence, R. I.
ROGERS, RALPH
WOAI, WOAI-TV, San Antonio, Texas
ROGERS, WILLIAM
WFMY-TV, Greensboro, N. C.
ROHN, JIM
KSJB, Jamestown, N. Dak.
ROMAN, JOSEPH
WBAX, Wilkes-Barre, Pa.
ROMANCE, ED
WPPA, Pottsville, Pa.
ROMANO, TOM
WNHC-TV, New Haven, Conn.
ROMERO, FRED
KTXN, Austin, Texas
ROPP, JOHN
Melody Jackpot, WCOS, Columbia, S. C.
ROSALES, MARTIN, JR.
KTXN, Austin, Texas
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, DON
WHFB, Benton Harbor, Mich.
ROSS, AL
WBAL, Baltimore, Md.
ROSS, ART
WCUE, Akron, Ohio
ROSS, DON JOHN
WJTN, Jamestown, N. Y.
ROSS, DUNDEE
KRMG, Tulsa, Okla.
ROSS, IRVINE
CFCN, Calgary, Alberta, Can.

ROSS, NORMAN
Northwestern Hour; Music That Sings; Here's Norman Ross; Early Norman Ross, WMAQ, Chicago, Ill.; The Northerners, WGN.

ROSS, NORMAN
WNBQ, Chicago, Ill.
ROSS, PAUL
KRLD, Dallas, Texas
ROSSINI, GIANCARLO
WOV, New York, N. Y.
ROTH, BEVIN
KONP, Port Angeles, Wash.
ROTHMAN, LEE
WWXL, Peoria, Ill.
ROWCLIFFE, LEN
"Anything Goes"
CKFH, Toronto, Ont., Canada
RUBY, JACK
KIMO, Independence, Mo.
RUDOLPH WESLEY
WKCT, Bowling Green, Ky.
RUNTZ, NORMAN
CJGX, Yorkton, Sask., Can.
RUSK, CLAY
WHO, Des Moines, Iowa

RUSSELL, BOB
Big Top, CBS-TV; Toast of the Town, CBS-TV; Rootie-Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of "Live Like A Millionaire," NBC, CBS-TV; Creator of "Open Sesame"; Producer-Director-MC of "Miss Universe Pageant"; 1952 Long Beach, Calif.

RUSSELL, DON
B. March 10, 1921, Stamford, Conn.; Take the Break; Cavalcade of Stars; Cavalcade of Bands; Cosmopolitan Theatre; DuMont; WABD, New York, N. Y.

RUSSELL, LAVERNE
KUJ, Walla Walla, Wash.
RUSSELL, TODD
Finders Keepers; Rootie Kazootie Club, NBC-TV
RUTA, JOHN
WHLD, Niagara Falls, N. Y.
RUYLE, DON
WBYS, Canton, Ill.
RYAN, JIM
KWPC, Muscatine, Iowa
RYAN, MIKE
Alarm Clock Club
WLEA, Hornell, N. Y.
RYAN, RAY
WFLO, Farmville, Va.
RYAN, TOM
WROW, Albany, N. Y.

— S —

ST. GEORGE, DORIAN
11:00 PM TV News, WJZ-TV
SCOTT, FRED
Captain Video
Hands Of Destiny
Du Mont
SCOTT, JOHN
KGMB, Honolulu, Hawaii
SCOTT, P.
CKY, Winnipeg, Manitoba, Canada
SCOTT, WILLARD
KMOX, St. Louis, Mo.
SEARLS, HAL
WDGY, Minneapolis, Minn.
SECORD, DON
KXXX, Colby, Kansas

SEGUIN, CLAUDE
CKVL, Verdun, Que., Canada
SEIFERD, CHARLES
KTTS, Springfield, Mo.
SELF, JIMMY
KICA, Clovis N. M.
SELLERS, WM.
WHIN, Gallatin, Tenn.
SELLEY, ART
WBEJ, Elizabethton, Tenn.
SETTERBERG, DOUG
KOMO, Seattle, Wash.
SEVERSEN, LEN
KONP, Port Angeles Wash.
DEWELL DOUGLAS
KVOP Plainview Texas
SEYMOUR, DAN
We The People
NBC-TV
SHABOD, LOU
WCEC, Rocky Mount, N. C.
SHADDOX LEON
KHOZ, Harrison Ark.
SHANAHAN, TOM
WEMP, Milwaukee, Wis.
SHANK, LEW
KWYO, Sheridan, Wyo.
SHANLEY, GIB
WTRF, Bellaire, Ohio
SHARPLESS, CHARLIE
WJVA, South Bend, Indiana
SHAW, CHARLES
WOLF, Syracuse N. Y.
SHAWN, STAN
Uncle Stan's Kiddieland
WORL, Boston, Mass.
SHEA, FRAN
WREB, Holyoke, Mass.
SHEEHAN, BOB
KSTL, St. Louis, Mo.
SHEELEY, GEORGE E.
WMDN, Midland, Mich.

SHELDON, HERB
Feb. 9, 1913, Brooklyn, New York; Herb Sheldon Show, WJZ-AM.

SHELL, BILL
WJHL, Johnson City, Tenn.
SHELL, TED
WBNS, Columbus, Ohio
SHELLY, BOB
WMRC, Greenville, S. C.
SHELTON, BANNER
WGCD, Chester, S. C.
SHELTON, JIM
WIBC, Indianapolis Ind.
SHEPPARD, STAN
WMBO, Auburn, N. Y.
SHERER, EDDIE
WATG, Ashland, Ohio
SHERMAN, JACK
WLLH, Lowell-Lawrence, Mass.
SHERMAN, PAUL
WINS, New York, N. Y.
SHERWIN, DOUG
KGLO, Mason City, Iowa
SHIELDS, DANNY
Dancing With You
WWIN, Baltimore, Md.
SHIREK, JIM
KFGO, Fargo, N. D.
SHOMETTE, BILL
WOAI-TV, San Antonio, Tex.
SHOWERS, HAL
WQUA, Moline, Ill.
SHRIVER, HARRY
WHED, Washington, N. C.
SHUMWAY, ED
WCSI, Columbus, Ind.
SHUMWAY, JIM
WPLA, Plant City, Fla.
SIEMER, JOHN
WIOU, Kokomo, Ind.
SILK, HIRAM
CBT, Grand Falls, Nfld., Can.
SIMMONS, S. E.
KTUR, Turlock, Calif.
SIMON, ERNIE
WBKB, Chicago, Ill.
SIMS, FRANK
WKMH, Dearborn, Mich.
SINDIK, GEORGE
WKRG, Mobile, Ala.
SLATER, BILL
Twenty Questions
MBS
SLATER, NORVELL
WFAA, Dallas, Texas
SLATTERY, JACK
House Party
CBS
SLAYTON, GLENN
WEKR, Fayetteville, Tenn.
SLOANE, ROBERT
The Big Story
NBC, NBC-TV
SLOUT, WILLIAM
WKHM, Jackson, Mich.
SMITH, ART
WNEB, Worcester, Mass.
SMITH, CLARENCE
WAUX, Waukesha, Wis.
SMITH, DALE
KFJB, Marshalltown, Iowa
SMITH, J. H.
CKLW, Hamilton, Texas
SMITH, JIM
WEAR, Pensacola, Fla.
SMITH, JOHN
CFRN, Edmonton Alberta, Canada
SMITH, LEE
WLOU Louisville Ky.
SMITH, MILDRED
WTCO, Campbellsville, Ky.
SMITH, MILLARD
WMRY, New Orleans, La.
SMITH, P. B.
WGY, Schenectady, N. Y.
SMITH, RALF
WIKB, Iron River, Mich.
SMITH, RAY
WSON, Henderson, Ky.
SMITH, RONNY
WBEJ, Elizabethton, Tenn.
SNYDER, JACK
WFBG, Altoona, Pa.
SOMMERVILLE, DICK
WTTH, Port Huron, Mich.
SOUTHWICK, F. TOREY
WBCM, Bay City, Mich.
SPARKMAN, ERNEST
WKIC, Hazard, Ky.
SPENCER, STEWART
Buffet Time
WCOS, Columbia, S. C.
SPENGLER, KEN
WCVS, Springfield, Ill.
SPINA, JOSEPH
WCPO, Cincinnati, Ohio
SPRY, DON
KFJB, Marshalltown, Iowa
SPRY, GENE
WKAI, Macomb, Ill.
STABECK, THURSTON
WCFV, Clifton Forge, Va.
STAMBAUGH, HENRY
WWJ-TV, Detroit, Mich.
STANFORD, RAYMOND
WJPB, Fairmont, W. Va.
STANTON, BOB
Broadway Open House
Mohawk Showroom
NBC-TV
STAPLETON, JIM
WLVA, Lynchburg, Va.
STARBIRD, MARK
CKOY, Ottawa, Ont., Canada

STARK, RICHARD
Danger, CBS-TV; The Perry Como Show, CBS; Gangbusters, CBS; Pepper Young's Family, NBC; Walter Winchell, ABC.

STARKEY, DALE
KOH, Reno Nevada
STARR, LONNY
Wrestling
WOR-TV, New York, N. Y.
Ace Drummond
WNBT, New York, N. Y.
STARR, RAYMOND C.
KWWL Waterloo Iowa
STASHER, DAVID
WJMO, Cleveland, Ohio
STEFFES, ART
KWNO, Winona, Minn.
STEIN, IRV
CJOB, Winnipeg, Manitoba, Canada
STEPHENS, MIKE
CKCW, Moncton N. B., Canada
STEPHENS, TEX
WMRY, New Orleans, La.
STERLING, LUD
WLEE, Richmond, Va.
STEVENS, BOB
Pursuit
CBS
STEVENS, JESS
WEOL, Elyria-Lorain, Ohio
STEVENS, JIM
WLLH, Lowell-Lawrence, Mass.
STEVENS, LARRY
KGMB, Honolulu, Hawaii
STEWART, AL
KBRO, Bremerton, Wash.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, FRED
WGCD, Chester, S. C.
STEWART, JOE
WDAF, Kansas City, Mo.
STEWART, LEE
KFRM, Kansas City, Mo.
STEWART, LEE
KMBC, Kansas City, Mo.
STICHT, BOB
WHHM, Memphis, Tenn.
STONER, JAY
KBUN, Benidji, Minn.
STRATTON, DICK
WMBR-TV, Jacksonville, Fla.
STRIBLING, BILL
WBCU, Union, South Carolina
STRICKLAND, JIM
KWIN, Ashland, Oregon
STRONG, JACK C.
WESC, Greenville, S. C.
STROTHMAN, BILL
KXLL, Missoula, Montana

STROUT, RICHARD A.
B. July 28, 1930, Springfield, Mass.; Newscaster Armed Forces Radio Service, Hollywood All Indian Motorcycle Programs, NBC-TV; Wine Growers, Inc. Spots NBC-TV; Farm Credit Administration Programs, (ET); Thornton Burgess Nature Stories, (ET); Songs of Love, (ET); Dick Strout In Hollywood, (ET).

STUART, JEAN
CKCH, Hull, Que., Canada

STUTES, MARION
WJIM, Lansing Mich.
SUGAR, DADDY
WBCO, Birmingham-Bessemer, Ala.
SULLIVAN, TIM
KSWI, Council Bluffs, Iowa
SUMMERS, CHUCK
WLIN, Merrill, Wis.
SWANSON, BOB
WISC, Madison, Wis.
SWANSON, BOYD
KOL, Seattle, Wash.
SWANSON, ROBERT
WCAM, Camden, N. J.
SWARTZ, BOB
KHQ, Spokane, Wash.
SWASEY, BILL
WGVA, Geneva, N. Y.
SWITZER, BOB
CJAV, Port Alberni, B. C., Canada
SYMONDS, JOHN
CFRN, Edmonton, Alberta, Canada

— T —

TABER, WILLIAM
KONP, Port Angeles, Wash.
TAGGART, BYRON
Visit With Tag
WKRC, Cincinnati, Ohio
TALBOT, BEN
WKBC, N. Wilkesboro, N. C.
TALBOT, BILL
KOIL Omaha, Nebr.
TALL, MARTIN
WCRB, Waltham, Mass.
TANIS, PETE
WWCA, Gary, Ind.
TATUM, EDDIE
WPAQ, Mt. Airy, N. C.
TAYLOR, BILL
KGEM, Boise, Idaho
TAYLOR, DEAN
WDOS, Oneonta, New York
TAYLOR, HENRY
WPAQ, Mt. Airy, N. C.
TAYLOR, LEE
WMIE, Miami, Fla.
TEAR, SIDNEY
WYVE, Wytheville, Va.
TEMPLE, ROBERT
WOCB, W. Yarmouth Mass.
TERFLER, DICK
WTMA Charleston S. C.
TERRY, BOB
KSTL, St. Louis, Mo.
TETREAULT, ERNIE
WRGB, Schenectady, N. Y.
THAXTON, LLOYD
Leave It To Lloyd
WSPD-TV, Toledo, Ohio
THERIAN, LARRY
WREB, Holyoke, Mass.
THOMAS CHARLIE
WNAO, Raleigh N. C.
THOMAS, DAVID
WDAF, Kansas City, Mo.
THOMAS, DON
CKRD, Red Deer, Alberta, Can.
THOMAS, FRANK
WABG, Greenwood Miss.
THOMPSON DICK
WMOU, Berlin, N. H.
THOMPSON, FRANK
WBLK, Clarksburg, W. Va.
THOMPSON, JIM
KQV, Pittsburgh, Pa.
THOMPSON, JIM
WPPA, Pottsville, Pa.
THORNTON, HARRY
WAGC, Chattanooga, Tenn.
THURSTON, FRANK
KICK, Springfield, Mo.
TIBBETTS, DONN
WKXL, Concord, N. H.
TIDMORE, WM. P.
WPPA, Pottsville, Pa.
TIFFANY, AL
WLS, Chicago, Ill.
TILLEY, ERVIN
KMTV, Omaha, Nebr.

TONKEN, PHILIP
Mutual Newsreel, MBS-WOR; "Nemo" Weather Reporter, WOR; Rod and Gun Club Of The Air, MBS.

— W —

WEIST, DWIGHT
Grand Slam
CBS
Sunday News Special
CBS-TV
WILCOX, JOHNNY
WIP, Philadelphia, Pa.
WILFONG, CHARLES E.
WATA, Boone, N. C.
WILKINS, PAT
KOOS, Coos Bay, Oregon
WILL, WAYNE
KTOE, Mankato Minn.
WILLET, SLIM
KRBC, Abilene, Texas
WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.
WILLIAMS, BILL
WMFD, Wilmington, N. C.
WILLIAMS, BOB
WHO, Des Moines, Iowa
WILLIAMS, BY
WAJR Morgantown, W. Va.
WILLIAMS, DANNY
WKY-TV, Oklahoma City, Okla.
WILLIAMS, JACK
WMIE, Miami, Fla.
WILLIAMS, JIM
WHOW, Clinton, Ill.
WILLIAMS, MARC
WTTS, Bloomington, Indiana
WILLIAMS, STAN
Top O' The Morning
CHEX, Peterborough, Ont., Canada
WILLIS, AL
WSPA, Spartansburg, S. C.
WILLMAN, JACK
WMRY, New Orleans, La.
WILLIAMS, JOHN
CJGX, Yorkton, Sask., Canada
WILLS, PAUL
KMOX St. Louis Mo.
WILSON, DON
Jack Benny Show
CBS-TV
WILSON, DOUG
WSLS, Roanoke, Va.
WILSON, EARL
WLBH, Matoon, Ill.
WILSON, GLEN
WPAR, Parkersburg, W. Va.
WINTERS, JOHNNY
WBNS-TV, Columbus, Ohio
WIRICK, AL
KGYW, Vallejo, Calif.
WISE, EDDIE
WEBQ, Harrisburg, Ill.
WISEMAN, CLYDE
Party Line
WOKZ, Alton, Ill.
WISEMAN, HARRY
WSLS, Roanoke, Va.
WITTE, BUD
WDUZ, Green Bay Wis.
WITTY, DICK
WLW, WLW-T, Cincinnati, Ohio
WOLF, LOUIS F.
WLOX, Biloxi, Miss.
WOLFE, AL
WHBG, Harrisburg, Pa.
WOLOSON, MIKE
WSCR, Scranton, Pa.
WOOD, DAN
CFAC, Calgary, Alberta, Can.
WOOD, JACK
WIDZ, Decatur, Ill.
WOOD, JIM
WGOV, Valdosta, Ga.
WOOD, MIKE
CKCW, Moncton, N. B., Can.
WOODS, CHARLES
Dream Harbor
Henry J. Taylor
ABC
WOODWARD, ROSS
KSDH, Boise, Idaho
WOODY, JIM
KSO, Des Moines, Iowa
WOOTEN, DON
KWPC, Muscatine, Iowa
WOOTTEN, BILL
WIRC, Hickory, N. C.
WRAY, W. HALL
WHMA, Anniston, Alabama
WRIGHT, BOB
KVI, Seattle, Wash.
WRIGHT, JOE
WKHM, Jackson, Mich.
WRIGHT, JOHNNY W.
WMRC, Greenville, S. C
WRIGHT, KEN
KPKW, Pasco, Wash
WRIGHT, NAT
WDOV, Dover, Del.
WULCHIN, STEVE
WHAF, Hopewell, Va.
WYATT, ARCHIE
WCTT, Corbin, Ky.
WYMER, JACK
WING, Dayton, Ohio

— Y —

YALOWEY, NICK
WITZ, Jasper, Ind.
YORKE, JOE
WPAM, Pottsville, Pa.
YOST, BOB
WBRK, Pittsfield, Mass.
YOUNG, GARY
WWYO, Pineville, W. Va.
YOUNG, JIMMY
KTHT, Houston, Texas
YOUNG, PAUL
KIOX, Bay City, Texas
YOUNGBLOOD, WES
KSEL, Lubbock, Texas
YOUNGMAN, JIM
WESA, Charleroi, Pa.
YOUNT, CHUCK
WKBV, Richmond, Ind.

— Z —

ZELLICH, MARK
WATW, Ashland, Wis.
ZIMMERMAN, DAVE
WWJ, WWJ-TV, Detroit, Mich.
ZIMMER, MORRIS
WSMI, Litchfield, Ill.

LYN MURRAY

Paramount Pictures

Management
WM. MORRIS

VICTOR YOUNG

ARCHIE BLEYER

ORCHESTRA LEADERS MUSICAL CONDUCTORS

and

ORGANISTS

RADIO AND TELEVISION

—their work during 1951

☆

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa
ADLAM, BUZZ
KECA, KECA-TV, Los Angeles, Calif.
AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio
ALBERT, CHARLES-EUGENE
CJFP, Riviere-DU-Loup, Que., Canada
ALCOTT, HENRY
KYUM, Yuma, Ariz.
ALFORD, KITTY
WRGA, Rome, Ga.
ALLEN, JAMES
KEYD, Minneapolis, Minn.
ALLEN, JAMES
WTJS, Jackson, Tenn.
ANDERSON, ERNIE
WHIM, Providence, R. I.
ANDREWS, GENE
WVEC, Hampton, Va.
ANNO, MARY JEAN
WATW, Ashland, Wis.
ANTONINI, ALFREDO
Musicland, U. S. A.
CBS
ARMBRUSTER, ROBERT
Music From Hollywood
NBC
AYERS, MITCHELL
Perry Como Show
CBS-TV
AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAEKEY, W. E., JR.
WASA, Havre De Grace, Md.
BAGIO, FERDY
CKNW, New Westminster, B. C., Canada
BAKER, BETTY
KOIL, Omaha, Nebr.
BALCH, FRANK
WJOY, Burlington, Vt.
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, PIERSON
KTAR, Phoenix, Ariz.
BARBERA, PAT
KCMJ, Palm Springs, Calif.
BARCLAY, ALAN
WAMS, Wilmington, Del.
BARDO, LYLE
KFRC, San Francisco, Calif.
BARLOW, HOWARD
Voice of Firestone
NBC, NBC-TV
BARLOW, JERRY
KLOU, Lake Charles, La.
BARRON, JOHN
CFGP, Grand Prairie, British Columbia, Canada
BARTON, JOHN
WHOW, Clinton, Ill.
BASH, OTTO
WHOP, Hopkinsville, Ky.
BATE, CECIL
WWPB, Miami, Fla.
BATEMAN, JUNE
WLIO, East Liverpool, Ohio
BAUGH, GENE
WBAP, WBAP-TV, Fort Worth, Texas
BAXTER, EDWARD
Chef Milani Show
The Continental
KNBH, Hollywood, Calif.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEALS, RAY H.
KVGB, Great Bend, Kans.
BECKER, ALFRED
KOY, Phoenix, Ariz.
BENNETT, WILLIAM
Song Premier
Date At Six
WNHC-TV, New Haven, Conn.
BEQUE, JOHN
WTAX, Springfield, Ill.
BERCOVITZ, ABE
KGW, Portland, Oregon
BERGNER, CARL
WLAV, Grand Rapids, Mich.
BEUKEMA, BOB
WFUR, Grand Rapids, Mich.
BIGGS, E. POWER
CBS
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BLACK, FRANK
Ford Festival
NBC-TV
BLEYER, ARCHIE
Arthur Godfrey Morning Show
Arthur Godfrey And His Friends
CBS-TV
BLOCH, RAY
Songs For Sale
Toast Of The Town
The Show Goes On
CBS-TV
Big Time, CBS
BOISJOLI, JACQUES
CKAC, Montreal, Que., Canada
BOISVERT, LOUIS
WBRY, Waterbury, Del.
BOLENDER, RICHARD
WBRK, Pittsfield, Mass.
BOSTWICK, FRANK
WCLO, Janesville, Wis.
BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.
BOVERO, PHIL
KGO, San Francisco, Calif.
BOYUM, JERRY
KROC, Rochester, Minn.
BRADLEY, CURT
WCNT, Centralia, Idaho
BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, OSCAR
We The People
NBC-TV
BRADLEY, OWEN
WSM-TV, Nashville, Tenn.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRESTOFF, PHIL
Starlit Stairway
WXYZ-AM-TV, Detroit, Mich.
BROEKMAN, DAVID
Ford Festival
NBC-TV
Ken Murray Show
CBS-TV
BROWN, LES
The Bob Hope Show
NBC
BROWN, MAURICE
Let's Pretend
CBS
BURCH, BOB
KGHF, Pueblo, Calif.
BURKE, JOE
WSCR, Scranton, Pa.
BURKETT, MRS. KATHLEEN
KLPR, Oklahoma City, Okla.
BURTZLOFF, MARY
WAGA, Atlanta, Ga.
BUTLER, FRANKLIN
WRFC, Athens, Ga.

— C —

CANDY, ERIC
CFRN, Edmonton, Alberta, Canada

CANTELLI, GUIDO
NBC Symphony
NBC

CAPPEL, DWIGHT
WWSW, Pittsburgh, Pa.

CARLE, LARRY
WOND, Pleasantville, N. J.

CARN, DERWOOD
WJIM, Lansing, Mich.

CARPENTER, ETHEL M.
WDBQ, Dubuque, Iowa

CARPENTER, JAMES
KFBI, Wichita, Kan.

CARTER, LOUISE
WFTM, Maysville, Ky.

CASE, RUSS
Peggy Lee Show
CBS

CASEY, JEWELL
WSAV, Savannah, Ga.

CHASINS, ABRAM
WQXR, New York, N. Y.

CHESKIN, DAVID
WGR, Buffalo, N. Y.

CHRISTIAN, CHARLES
KTOP, Topeka, Kan.

CLARE, BOB
KYNO, Fresno, Calif.

CLARK, ALLAN
WKY, WKY-TV, Oklahoma City, Okla.

CLIFF, CHARLES
WNBW, Washington, D. C.

CLITES, MINOR
KRES, St. Joseph, Mo.

CLOUTIER, NORMAN
Summertime Serenade
NBC

COGGESHALL, A. O.
WGY, Screnectady, N. Y.

COLEMAN, CHARLES
WGKV, Charleston, W. Va.

COLLINS, ART
CHUM, Toronto, Ont., Canada

COLLINS, JERRY
WNOX, Knoxville, Tenn.

COLLINS, PAUL
KFRD, Rosenberg, Texas

COLLINS, SHIRLEY
WJIV, Savannah, Ga.

COLTER, BERTRAM
WMUR, Manchester, N. H.

COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.

COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Texas

CONRAD, CHRIS
WAGC, Chattanooga, Tenn.

CONTI, ANTHONY
WLEU, Erie, Pa.

COOK, JOE
KGGF, Coffeyville, Kan.

COOLEY, JOHN
WEAM, Arlington, Va.

COOPER, LOIS
WKYB, Paducah, Ky.

CORNWALL, J. SPENCER
The Salt Lake Tabernacle Choir
CBS

COTE, BERT
WLAM, Lewiston, Me.

COURAGE, ALEXANDER
Stars In The Air
Hollywood Sound Stage
Broadway's My Beat
CBS

COVINGTON, J. R., JR.
KNUZ, Houston, Texas

CRAVEN, HAROLD
WHPE, High Point, N. C.

CROOK, GEORGE
Organ Recital
NBC

— D —

D'ANA, VICTOR
WEBR, Buffalo, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIDSON, JERRY
WKBW, Buffalo, N. Y.

DAY, ROLAND
WAFB, Baton Rouge, La.

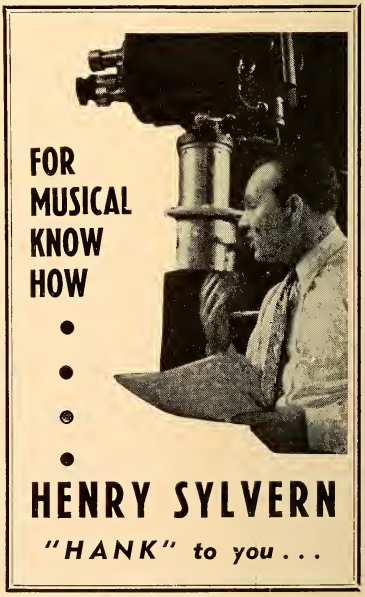
DeCARO, AL
WKNB, New Britain

DeLUGG, MILTON
Broadway Open House
All Star Revue
NBC-TV

DEMJEN, MARY
WCHS, Charleston, W. Va.

Jack Miller

MUSICAL CONDUCTOR
OF
KATE SMITH SHOW
KATE SMITH EVENING HOUR
NBC-TV



DENNY, FRANCES
WAIR, Winston-Salem, North Dakota

DeREMER, LIONEL H.
WBCM, Bay City, Mich.

DeVOL, FRANK
B. Sept. 20, 1911, Moundsville, W. Va.; Frank De Vol's TV Show, KTTV; Conductor - Arranger 4th Year; Procter & Gamble Tide Show, CBS; Capitol Recordings.

DeVON, D. L.
KWNW, Wenatchee, Wash.

DIA, DICK
WOV, New York, N. Y.

DI FANT, MARY
KMOD, Modesto, Calif.

DILLARD, WALT
WCOR, Lebanon, Tenn.

DITMARS, IVAN
The Continental
Live Like A Millionaire
CBS-TV

DONALDSON, EARL
KALL, Salt Lake City, Utah

DOOLEY, TED
KVCV, Redding, Calif.

DOOP, BETTY, JEAN
KITO, San Bernardino, Calif.

DOWNEY, JACK
WONS, Hartford, Conn.

DRAGON, CARMEN
Railroad Hour
NBC

DRAKE, JOHN
WHNC, New Haven, Conn.

DRAPER, NOEL
WKLV, Blackstone, Va.

DRUM, MEL
Quizeroo
WTVN, Columbus, Ohio

DUGAS, JERRY
KFEF, Jennings, La.

DUKAS, JAMES
WPAR, Parkersburg, W. Va.

DUKE, JERRY
KDDD, Dumas, Texas

DUNAWAY, GEORGE
WDMG, Douglas, Ga.

DUNNING, OWEN
KOIN, Portland, Oregon

DUNSTEDTER, EDDIE
Pursuit
Line-Up
CBS

DUTCHER, BILL
KWDM, Des Moines, Iowa

— E —

EDGES, CLARENCE
WBAY, Green Bay, Wis.

ELDERS, FRANK E.
WJPF, Herrin, Ill.

ELLIOTT, BARON
WCAE, Pittsburgh, Pa.

ELLIOTT, BILL
KAFY, Bakersfield, Calif.

ELLIOTT, DEAN
KHUM, Eureka, Calif.

EMMEL, JOHN
KWJJ, Portland, Oregon

ENGLISH, RANDOLPH
WTRY, Troy, N. Y.

ETTERS, CLARENCE
WBT, Charlotte, N. C.
Tap The Barrel
WBTV, Charlotte, N. C.

AL RICKEY

CONDUCTOR - COMPOSER

MR. KEEN — 8 Years

KIDDIE LAND RECORDS

DECCA RECORDS

Formerly Musical Director

for

HAMMERSTEIN MUSIC HALL

MANHATTAN MERRY-GO-ROUND

WALTZ TIME

85-05 35th Ave.
Jackson Heights, N. Y.
HA. 4-3779

EVANS, BARBARA
KTJS, Hobart, Okla.

EVANS, WM.
KICA, Clovis, N. M.

EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FAIRCHILD, COOKIE
$64 Question
NBC

FARRINGTON, GLADYS
WJOL, Joliet, Ill.

FASZER, MARLENE
KCVR, Lodi, Calif.

FESSLER, JEAN
WTAD, Quincy, Ill.

FIEDLER, ARTHUR
Boston Pops Orchestra
NBC

FIELDING, JERRY
You Bet Your Life
NBC, NBC-TV

FIRENZE, PAUL
WFBL, Syracuse, N. Y.

FLATH, P. HANS
KFRM, Kansas City, Mo.

FLEISCHMAN, MARGARET
WSPB, Sarasota, Fla.

FORD, JEAN
KABC, San Antonio, Texas

FRANKLIN, JEAN
KATL, Houston, Texas

FREEMAN, TONY
KNBC, San Francisco, Calif.

FRAUL, CLAUDE
WINN, Louisville, Ky.

FRY, BETTY
WGPA, Bethlehem, Pa.

FRY, RICHARD L.
CHNS, Halifax, Nova Scotia, Canada

FRYDENLUND, MERA BALLIS
KDHL, Faribault, Minn.

FRYE, J. ALLEN
KBKI, Alice, Texas

— G —

GAINES, ROY E.
WLET, Toccoa, Ga.

GALE, JACK
WTBO, Cumberland, Md.

GALLICCHIO, JOSEPH
WNBQ, Chicago, Ill.
Big City Serenade
NBC

GARRETT, MERLE
WGBA, Columbus, Ga.

GARRETT, ROGER
WBNS-TV, Columbus, Ohio

GART, JOHN
B. June 6, 1906, Poland; Paul Winchell - Jerry Mahoney Show, WNBT.

GASQUE, KENNETH
WJAY, Mullins, S. C.

GEYER, BILLY
WFDF, Flint, Mich.

GIERSDORF, H. W.
Johnny On The Spot
KRLD-TV, Dallas, Texas
KRLD, Dallas, Texas

GILES, BUDDY
KPAN, Hereford, Texas

GILRONAN, ANN
KVAN, Vancouver, Wash.

GIRARD, RAE
Tee Vee Waamboree
WAAM, Baltimore, Md.

GITZ, JEAN
KRDO, Colorado Springs, Colo.

GLASSO, FRANK
WKAL, Rome, N. Y.

GLUSKIN, LUD
Suspense
CBS
KNX, Los Angeles, Calif.

GOLDBERG, LOUIS
WCOP, Boston, Mass.

GOLDMAN, ABE
Grand Slam
CBS

GOODMAN, AL
Al Goodman's Musical Album
NBC
Colgate Comedy Hour
NBC-TV

GOTCH, ROBERT
KXOK, St. Louis, Mo.

GOW, ARTHUR
KLZ, Denver, Colo.

GRANT, MARJORIE
WWXL, Peoria, Ill.

GRASSO, FRANK
WFLA, Tampa, Fla.

HENRY
HOT-LIPS
(*"Chamber Music Society of Lower Basin Street"*)
LEVINE

EARL
SHELDON
CONDUCTOR — ARRANGER
MUZAK
ASSOCIATED TRANSCRIPTIONS
Now Directing:
ILKA CHASE "FASHION MAGIC"
TV SHOW — C.B.S.

GRAY, JERRY
Club 15
CBS

GREEN, BERNARD
Fat Man
ABC
Don Ameche's Holiday Hotel
WJZ-TV

GRINER, AL
Rumpus Room
Du Mont

GROSS, ALBERT
WKMH, Dearborn, Mass.

GROULX, AURELE
CKCH, Hull, Que., Canada

GROVE, BESS
WWNC, Asheville, N. C.

GRUBBS, L. R.
KWTX, Waco, Texas

GUERIN, LENABELLE
WSRS, Cleveland, Ohio

— H —

HAINEY, CLAUDE
KJBC, Midland, Texas

HAMILTON, EILEEN
KXRX, San Jose, Calif.

HAMMAN, CLARANCE
WJMR, New Orleans, La.

HANNOCK, LOWELL
WWDC, Washington, D. C.

HANSON, EARL BARR
WIOD, Miami, Fla.

HARDMAN, GLENN
KTUL, Tulsa, Okla.

HARLING, HUGH
KVEC, San Luis Obispo, Calif.

HARRILL, NELSON J.
WGWR, Asheboro, N. C.

HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.

HARRISON, HERBERT
KFBK, Sacramento, Calif.

HART, JOAN
WICA, Ashtabula, Ohio

HARTLEY, JAMES A.
WGGA, Gainesville, Ga.

HARVEY, MARY
WGEM, Quincy, Ill.

HATCH, WILBUR
I Love Lucy
CBS-TV
Our Miss Brooks
CBS

HAVENSTEIN, JEAN
WCDL, Carbondale, Pa.

HAVERKAMP, DONALD
WMOK, Metropolis, Ill.

HAYS, REX
WNAX, Yankton, S. D.

HELGESON, BOB
KSOO, Sioux Falls, S. D.

HENDERSON, MAX
WTAC, Flint, Mich.

HENDERSON, SKITCH
Skitch's Scrapbook, Switch To Skitch, WNBC.

HENNABERRY, ROBERT
WBEC, Pittsfield, Mass.

HENNINGER, GEORGE
Mark Trail
When A Girl Marries
ABC

HERRON, JOEL
WMGM, New York, N. Y.

HESTERMAN, BILL
KMUK, Murray, Utah

HIGGINS, WAYNE
WHEB, Portsmouth, N. H.

HILL, J.
KLIX, Twin Falls, Idaho

HILLMAN, ROC
KLAC, KLAC-TV, Hollywood, Calif.

HOFF, CARL
Star Of The Family
CBS-TV

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOWELL, JEAN M.
WJNC, Jacksonville, N. C.

HUBER, FRANK
WSNY, Schenectady, N. Y.

HUBER, PAUL
WTVL, Waterville, Me.

HUESTIS, LOWELL
CJRW, Summerside, Que., Can.

HUGH, IVOR
WCC, Hartford, Conn.

HUGHES, BETTY
KWSH, Wewaka, Okla.

HUGHES, JAMES L.
KSKY, Dallas, Texas

HUMPHREY, HARVEY
WPAT, Paterson, N. J.

HURST, WILSON
KTHS, Hot Springs, Ark.

PAUL TAUBMAN
MUSICAL DIRECTOR
BOB AND RAY
TRUE DETECTIVE
PERRY MASON
BENJ. MOORE PAINT SHOW
PENTHOUSE SERENADE
RCA VICTOR RECORDING ARTIST

FRANK DeVOL
CONDUCTOR - ARRANGER - COMEDIAN
4th YEAR
ON THE
PROCTER & GAMBLE TIDE SHOW
OVER CBS
•
CAPITOL RECORDS
•
THE FRANK DeVOL SHOW
K T T V
•
Agency MCA
Publicity BOB WEISS

HUTTON, INA RAY
Ina Ray Hutton Show
KTLA, Los Angeles, Calif.
HYDE, WILLIAM, JR.
WLAG, La Grange, Ga.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
IHRKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.

— J —

JACKSON, BOB
KHUZ, Borger, Texas
JACOBSON, GENE D.
KFGR, Forest Grove, Oregon
JAKLE, KEN
WLBH, Mattoon, Ill.
JENKINS, EARL
WZIP, Covington, Ky.
JENSEN, F. J.
KXRN, Renton, Wash.
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JOHNSTON, EDDIE
WTRF, Bellaire, Ohio
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JONES, R. S.
KCMO, Kansas City, Mo.
JONES, RUTH LEE
WMIE, Miami, Fla.
JORDAN, ED
WNOK, Columbia, S. C.

— K —

KAISER, ELMER
KSEM, Moses Lake, Wash.
KALER, RANDALL
WFAS, White Plains, N. Y.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KAYE, SAMMY
Sammy Kaye Variety Show
CBS-TV
KEITH, JANE
KALB, Alexandria, La.
KELTON, LEE
WJAS, Pittsburgh, Pa.
KENNEDY, MARY L.
KSIX, Corpus Christi, Texas
KERN, GENETA
WKBV, Richmond, Ind.
KERR, ANITA
WMAK, Nashville, Tenn.
KEYSER, WARREN
WILM, Wilmington, Del.
KIBBEE, GORDON
Beulah
CBS
KILEY, JOHN
WMEX, Boston, Mass.
KINGSBURY, CHET
Hilltop House
CBS
Search For Tomorrow
CBS-TV
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOURY, REX
Stars Over Hollywood
CBS

KREBS, ELMER
WISN, Milwaukee, Wis.

— L —

LA BRUNERIE, CATHERINE
KFEQ, St. Joseph, Mo.
LACHANCE, ROGER
CKCV, Quebec City, Que., Can.
LAIRD, JERE
KOLO, Reno, Nevada
LAMBERT, NORMAN
WLBZ, Bangor, Me.
LANDEMANN, PETE
WDSU, New Orleans, La.
LAUDEMANN, PETE
WDSU-TV, New Orleans, La.
LAVALLE, PAUL
Cities Service Band Of America
NBC
LAVERY, DON
WJJD, Chicago, Ill.
LAVOIE, PAUL
LEVEY, HAROLD
Theater Guild On The Air
NBC
Theater Of Today
CBS
LEVIN, SYLVAN
WOR, WOR-TV, New York, N. Y.

LEVINE, "DR." HENRY (HOT LIPS)
Basin St., NBC.

LEWIS, ANDRIENE
KMO, Tacoma, Wash.

CHARLES PAUL
Conductor - Composer

MURRAY ROSS
MUSICAL DIRECTOR - ORGANIST
COSMOPOLITAN THEATRE
NEWSSTAND THEATRE
EVELYN WINTERS
DREAM HARBOR

LEWIS, JEAN
KLIF, Dallas, Texas
LIEBERT, DICK
Aunt Jenny
Second Mrs. Burton
CBS
NBC

LOMBARDO, GUY
Your Hit Parade, NBC; Hotel Roosevelt Grill, New York; F. W. Ziv Co. Transcriptions; Decca Records; Concerts.

LOPEZ, VINCENT
Luncheon With Lopez
NBC
LORD, EDWARD J.
WDBO, Orlando, Fla.
LOWELL, EUGENE
The Choraliers
CBS
LUBOFF, NORMAN
Railroad Hour
Norman Luboff Choir
NBC
LUCAS, FRANK
WIL, St. Louis, Mo.

— M —

MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.
MADDEN, SAMMY
WFOX, Milwaukee, Wis.
MALDEN, KEN
WHEE, Boston, Mass.
MAPES, MARLON
WRR, Dallas, Texas
MARCELLINO, MUZZY
House Party
CBS
MARCOTTE, DON
WMAQ, WNBQ, Chicago, Ill.
MARSHMAN, MARY MARGARET
KSFA, Nacogdoches, Texas
MARTIN, FRANK
WITZ, Jasper, Ind.
MARTIN, FREDDY
The Freddy Martin Show
NBC-TV
MENDELSOHN, FRED
WBNX, New York, N. Y.
MERRICK, MAHLON
Jack Benny Show
CBS-TV
MILLER, IRVING
Meet Millie
CBS

MILLER, JACK
Kate Smith Show, Kate Smith Evening Hour, NBC-TV.

MILLER, PATSY
WJEJ, Hagerstown, Md.
MILLS, FELIX
Meet Corliss Archer
CBS, CBS-TV
MILSOP, JOSEPH
WCPA, Clearfield, Pa.
MITROPOULOS, DIMITRI
N. Y. Philharmonic Symphony
CBS
MOREL, JEAN
NBC Symphony
NBC
MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, FRANK
WJAX, Jacksonville, Fla.
MORRIS, STEVE
WSIC, Statesville, N. C.
MORROW, ROBERT
KOEL, Oelwein, Iowa
MOYLE, WILL
WWPA, Williamsport, Pa.
MUNCH, CHARLES
Boston Symphony Orchestra
NBC

MURRAY, LYN
B. Dec. 6, 1909, London, England. Composer and Conductor; Hallmark Playhouse, CBS; Paramount Pictures.

— N —

NALLE, BILLY
Mama
CBS-TV
NASH, BARNES
WHIS, Bluefield, W. Va.
NEAL, PAUL
WBNS, Columbus, Ohio
NEWMAN, BERNARD
WENE, Binghamton-Endicott, N. Y.
NORMAN, RALPH
Quick As A Flash
Family Circle
ABC
NORRIS, JULIA
WNMP, Evanston, Ill.
NOVELLI, SYL
WHAM-TV, Rochester, N. Y.

— O —

O'HARA, JANE
WQAN, Scranton, Pa.
OLSON, DANNY
KSUM, Fairmont, Minn.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
O'NEILL, JOE
KVOO, Tulsa, Okla.
OPPEL, JERRY
KOGT, Orange, Texas
OPPEL, JERRY
KOLE, Port Arthur, Texas
ORR, BILL
KEXO, Grand Junction, Colo.
ORTON, ERWIN
Double Or Nothing
NBC
OSBORN, ORIEN
WORZ, Orlando, Fla.
OSBORNE, KARL
WADC, Akron, Ohio
OSBORNE, OZZIE
WMBD, Peoria, Ill.
OVERSTREET, MAVIS
WSLS, Roanoke, Va.
OWENS, HARRY
Harry Owens Royal Hawaiians
KTLA, Los Angeles, Calif.
OWENS, LARRY
WTOD, Toledo, Ohio

— P —

PACE, BETTY
WIVY, Jacksonville, Fla.
PAGE, DOROTHY E.
WPAY, Portsmouth, Ohio
PALMER, GEORGE
Fashions In Music
WNHC-TV, New Haven, Conn.
PARKE, TOM
KWTC, Barstow, Calif.
PARKER, LENORE
KTFI, Twin Falls, Idaho
PARKER, ROBERT
KLRA, Little Rock, Ark.

PAUL, CHARLES
Martin Kane Private Eye, NBC and NBC-TV; Mr. and Mrs. North, CBS; Mr. District Attorney, ABC and ABC-TV.

PELLEGRIMI, AL
Mel Torme Show
CBS-TV
PIASTRO, MISHEL
The Symphonette
CBS

— R —

RAFFERTY, CARL
KJSK, Columbus, Nebr.
RALPH, KINNEY
KLX, Oakland, Calif.
RAMEY, A. MAX
CKBW, Bridgewater, Nova Scotia, Canada
RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.
RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa

RICKEY, AL
Mr. Keen—8 Years; Kiddie Land Records; Decca Records.

RIO, ROSA
My True Story
Marriage For Two
ABC
ROBERTS, LAWRENCE P.
KXRO, Aberdeen, Wash.
ROBBINS, JOANNE
WAVZ, New Haven, Conn.
ROBINSON, PAUL
KFRU, Columbia, Mo.
ROGERS, DAVID
WHSC, Hartsville, S. C.
ROGERS, EDDIE
Petite Concert
NBC
ROSCO, MICHAEL
WHOM, New York, N. Y.

ROSS, MURRAY
The Strange Romance Of Evelyn Winters
Dream Harbor
ABC

ROSS, ROY
WNEW, New York, N. Y.

— S —

ST. GORGES, FERNANDO
CHRC, Quebec City, Que., Canada
SALB, JOHN
WTOP-TV, Washington, D. C.
SALTER, BOB
KDSH, Boise, Idaho

SALTER, HARRY
B. Sept. 14, 1906; Stop the Music, WJZ and WJZ-TV.

SANFORD, CHARLES
Your Show of Shows, WNBT; Bob Hope Show, WNBT; Bea Lillie Show, WNBT; Jackie Gleason Show, WNBT.

SARGANT, MICHAEL
WBIW, Bedford, Ind.

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.
SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.
SCHARF, WALTER
The Phil Harris-Alice Faye Show
NBC
SCHMIDT, PAUL
KPRC, Houston, Texas
SCHMITT, PAUL
KPRC-TV, Houston, Texas
SCOTT, RAYMOND
Your Hit Parade
NBC, NBC-TV
SCOTT, WALTER
KMTV, Omaha, Nebr.
SCOTT, WAYNE
WREL, Lexington, Va.
SCHRAGER, RUDY
Lux Radio Theater
CBS

SHELDON, EARL
Musak Associated Transcriptions; Fashion Magic, CBS-TV.

SHERWOOD, BOBBY
The Bert Parks Show
NBC-TV, CBS-TV
SHIELDS, DARLENE
WKAI, Macomb, Ill.
SHOOP, DAVID
WHP, Harrisburg, Pa.
SILFER, CARL
WAGE, Syracuse, N. Y.
SLATTERY, JACK
WELM, Elmira, N. Y.
SMITH, BEASLEY
Carousel
WSM-TV, Nashville, Tenn.
SMITH, FRANCES
KOL, Seattle, Wash.
SMITH, OTIS
KTAN, Sherman, Texas
SNOWDEN, ELVA
WBHB, Fitzgerald, Ga.
SOMERS, EDNA C.
WNLK, Norwalk, Conn.
SONTAG, GEORGE
WOC-TV, Davenport, Iowa
SOSNIK, HARRY
The Jack Carter Show
NBC-TV
SPAGNOLO, JUSTINA
WTUX, Wilmington, Del.
SPEAR, SAMMY
Cavalcade of Stars
Du Mont, WABD, N. Y.
STABILE, DICK
Colgate Comedy Hour
NBC-TV

STARBUCK, JAMES
Director Of Dances And Musical Numbers For "Your Show Of Shows," NBC-TV.

STEGMEYER, WILLIAM
Langford-Ameche Show
WJZ-TV
STORDHAL, AXEL
Frank Sinatra Show
CBS-TV
STUART, ROBERT
WNOP, Newport, Ky.
STUMPO, LOU
KDB, Santa Barbara, Calif.
SUMMERS, BILL
WLBC, Muncie, Ind.
SUTER, ANNA RAY
WITH, Baltimore, Md.
SVELHA, WALT
WQAM, Miami, Fla.
SYBILRUD, JEROME
KMPC, Los Angeles, Calif.

SYLVERN, HENRY
Sam Levenson Show
This Is Show Business
CBS-TV

— T —

TAMBLYN, BOB
WCSC, Charleston, S. C.
TANAKA, BERNICE
KULA, Honolulu, Hawaii

TAUBMAN, PAUL
Bob and Ray, NBC; True Detective, Mutual; Benjamin Moore Paint Show, Mutual; Perry Mason, CBS; Penthouse Serenade, NBC, Mutual.

THUROW, DEAN
KLPM, Minot, Ohio
TIETJEN, ANDREW
The Trinity Choir Of St. Paul's Chapel
CBS
TIMM, CHARLES
WSIV, Pekin, Ill.
TINGLEY, IRVING
WBEL, Beloit, Wis.
TOSCANINI, ARTURO
NBC Symphony
NBC
TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

— U —

UNDERWOOD, C. H.
WMBS, Uniontown, Pa.
UNDERWOOD, KAY
KMAC, San Antonio, Texas

— V —

VAN DRIEL, ROBERT
KGGM, Albuquerque, New Mexico
VAN STEEDEN, PETER
Mr. District Attorney
NBC
VIALL, ART
KOCS, Ontario, Calif.
VOLGER, THELMA
KWPC, Muscatine, Iowa
VOORHEES, DONALD
The Telephone Hour
NBC
RCA Victor Show
NBC-TV

— W —

WACKS, LOU
WMCA, New York, N. Y.
WALTER, BRUNO
NBC Symphony
NBC
WARD, JACK
Rocky King, Detective
Du Mont
Kraft Theater
WNBT, New York

WARING, FRED
Fred Waring Show
CBS-TV

WATTS, SAM
KWBR, Oakland, Calif.
WAYNE, ROGER
WHLI, Hempstead, N. Y.
WASHBURNE, COUNTRY
Curt Massey Time
CBS
WEED, BUDDY
Family Circle
ABC
Buddy Weed Trio
ABC
Penthouse Party
WJZ-TV
WESTON, PAUL
Paul Weston Show
CBS
WHIPPLE, DOC
Ma Perkins
CBS
WHITE, BEVERLY
WISC, Madison, Wis.
WHITE, FRANK
KMYR, Denver, Colo.
WHITE, LEW
Hands of Destiny
Du Mont, WABD, N. Y.
WHITE, VIRGINIA
KMA, Shenandoah, Iowa
WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.
WHITELY, BOB
WLBE, Leesburg-Eustis, Fla.
WHITEMAN, PAUL
Paul Whiteman Goodyear Revue
WJZ-TV
Paul Whiteman TV Teen Club
WJZ-TV
Paul Whiteman Teen Club
ABC
WILLSON, MEREDITH
The Big Show
Meredith Willson's Music Room
NBC
WIRGIS, WILLIAM
Small Fry Club
Du Mont
WISEMAN, ROLAND
KCKY, Coolidge, Arizona
WOOD, DELBERT
KFKA, Greeley, Colo.

— Y —

YANDON, DEL
KXLY, Spokane, Wash.
YOHE, CHARLES R.
WBOC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Wrote Musical Score for Stage Play "A La Carte"; Musical Director for Motion Pictures; Musical Director "Carnation Contented Hour," NBC.

— Z —

ZACHER, GENE
WHAM-TV, Rochester, N. Y.
ZIEGENBEIN, FLEDA
KFOR, Lincoln, Nebr.
ZIMMERMAN, HARRY
KHJ, Los Angeles, Calif.
ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance

☆

— A —

AARON, JOHN
Edward R. Murrow News Program
CBS

ACE, GOODMAN
The Big Show
NBC

ADAMS, TED
Star Of The Family
CBS-TV

ADELMAN, JERRY
Meet Corliss Archer
CBS

ALSBERG, ARTHUR
Our Miss Brooks
CBS

AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BAER, NORMAN
Date On Broadway
WABD, New York, N. Y.

BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester, Mass.; Life Can Be Beautiful, NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BOCH, JERRY
Mel Torme Show
CBS-TV

BOOTHE, BARBARA
Stage Entrance
Du Mont

BROCKHAUSEN, MAURICE C.
Flying Tigers
Du Mont

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
Burns & Allen
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

CALDWELL, SAM
Garden Gate
CBS

CARROLL, CARROLL
Club 15
CBS

CARRINGTON, ELAINE
Rosemary
CBS

COOPER, HAL
Magic Cottage
DuMont
TV Baby Sitter
WABD

CURRAN, CHARLES
Assoc. with Seaboard Studios

— D —

DEMLING, BILL
Garry Moore Show
CBS-TV

DORFMAN, SID
Burns & Allen
CBS-TV

CARL
BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway
Southport, Conn.
Fairfield 9-3275

martin kane

private eye —

ted hedigar

Writer-Director . . .

Radio of Course

CARLTON E. MORSE

WRITER-PRODUCER

ONE MAN'S FAMILY (Radio)

ONE MAN'S FAMILY (TV)

I LOVE A MYSTERY (Radio)

THE WOMAN IN MY HOUSE (Radio)

Radio-Television Writers

DOUD, GIL
Yours Truly, Johnny Dollar
CBS

DOUGALL, BERNIE
Newsstand Theater
Mr. President
ABC

DUDDY, LYN
Vaughn Monroe Show
CBS-TV

DUDLEY, PAUL
Meet Frank Sinatra; Yours Truly, Johnny Dollar
CBS

— *E* —

EDWARDS, BLAKE
The Line-Up
CBS

ELLIS, ANTONY
Pursuit
CBS

ETTINGER, ED
Sammy Kaye Sunday Serenade
Dream Harbor
ABC

— *F* —

FINE, MORTON
Broadway's My Beat
CBS

FINN, HERB
Beulah
CBS

FINN MICKEY
Carnation Family Party
CBS

FOSTER, ROSEMARY
Mr. I. Magination
CBS-TV

FOSTER, ROYAL
Ken Murray Show
CBS-TV

FRAMER, WALT
Break the Bank, NBC; Glamour Manor, MBS, ABC; The Bleak Hood, MBS

FRANCK, ESTELLE
Famous Jury Trials, DuMont; Plainclothesman, DuMont

FREED, FRED
This Is New York
The New York Story
WCBS

FRIEDKIN, DAVID
Broadway's My Beat
CBS

FUNT, JULIAN
Big Sister
City Hospital
Young Dr. Malone
CBS

— *G* —

GABRIELSON, FRANK
Mama
CBS-TV

GALANOY, TERRY
Plainclothesman,
WABD-Dumont

GALEN, FRANK
My Friend Irma
CBS-TV

GERSHON, ALICE
Margaret Arlen Program
WCBS

GIBSON, DOUGLAS WOOD
The Clock, NBC-TV; Lights Out, NBC-TV; Actors Studio, ABC-TV; Originals for Lever Bros., Dumont

GLICKMAN, WILLIAM
Camel Caravan
CBS

GOODWIN, NANCY
ABC-TV Staff Writer

GOULD, BERNI
Bert Parks Show
CBS-TV
GREEN, JOHN
People Are Funny
CBS
GUEDEL, JOHN
People Are Funny
CBS

— H —

HARRISON, PAUL
Bert Parks Show
CBS-TV

HEDIGER, TED
Martin Kane, MBS-NBC

HELM, HARVEY
Burns & Allen
CBS-TV
HENLEY, ARTHUR
Bob and Ray
NBC
Langford-Ameche Show
ABC-TV
HESS, JOHN D.
Love Of Life
CBS-TV
HENNING, PAUL
George Burns & Gracie Allen Show
CBS-TV
HEYWARD, LOUIS M.
Faye Emerson's Wonderful Town, CBS-TV; Gary Moore Show, CBS-TV
HILL, DAVID
Talent Shop
WABD, New York, N. Y.
HOLOFCENER, LARRY
Mel Torme Show
CBS
HOWARD, CY
My Friend Irma
CBS-TV

— J —

JACOBS, SEAMAN
Ken Murray Show
CBS-TV
JACOBY, LOIS
The Ford Theater
CBS-TV

JEWELL, JAMES E.
Armstrong of The S. B. I.; The Silver Eagle, ABC

— K —

KANE, JOEL
Meet Millie
CBS
KAUFMAN, JERRY
House I Live In Series, Radio Guild Workshop; WNYC
KEATING, BARBARA
Margaret Arlen Program
WCBS
KEAN, EDWARD G.
Howdy Doody
NBC-AM-TV
KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LAYNE, ROBERT
Olson & Johnson Show
TV & Ind. Motion Pictures
LEWIS, AL
Our Miss Brooks
CBS
LILES, MARCIA DURANT
Mike And Buff
CBS-TV
LOWTHER, GEORGE
Captain Video
Du Mont

— M —

MACK, NILA
Let's Pretend
CBS
MARCUS, ELLIS
Nash Airflyte Theater
CBS-TV
MARION, IRA
Hannibal Cobb, Metropolitan Opera Auditions of the Air, Milton Cross' Opera Album, Detour
ABC
McGIFFORD, JOHN
This Is New York
The New York Story
WCBS

McLEOD, VICTOR IAN
(See Producers)

MONROE, CHARLES
Peggy Lee Show
CBS
MORGAN, AL
This Is New York
The New York Story
WCBS
MORROW, BILL
Bing Crosby Show
CBS

MORSE, CARLTON E.
I Love a Mystery, MBS: One Man's Family, NBC, NBC-TV

— N —

NEWMAN, ROBERT
City Hospital
CBS
NISS, STANLEY
Gangbusters
CBS

— O —

O'FLAHERTY, MAGGIE
Curt Massey Time
CBS
OLDHAM, VERA
Modern Romances
Newsstand Theater
ABC

— P —

PERRIN, SAM
Jack Benny Program
CBS-TV
PEYSER, LOIS GREEN
Mike And Buff
CBS-TV
PHILLIPS, IRNA
Guiding Light
Brighter Day
CBS
PICARD, JOHN
Wendy Warren And The News
CBS

PRINDLE, DON
James Melton, NBC-TV

PROVO, FRANK
Wendy Warren And The News
CBS

— Q —

QUIGLEY, ROBERT
B. March 13; Producer, Jack Haley Show, NBC-TV; Head Writer, Victor Borge Show, NBC-TV; Stages & Writes General Electric, Bill Goodwin Show, NBC; Head Writer, Star Of The Family, NBC-TV; College Of Musical Knowledge, NBC-TV

— R —

RAPP, PHIL
Star Time
Du Mont
RICHTON, ADDY
Hilltop House
CBS
ROBINSON, CHARLES
The Big Town
CBS-TV
ROHAN, JACK
Headline Clues From Broadway To Hollywood
Du Mont
ROSS, DON
Live Like A Millionaire, NBC, CBS-TV; Bride & Groom, CBS-TV
ROTH, ROXY
Beulah
CBS

— S —

SAKS, SOL
Beulah
CBS
SAVAGE, FRANK
Headline Clues From Broadway To Hollywood
Du Mont
SCHWARTZ, DAVID R.
Alan Young Show
CBS-TV
SKLAR, MIKE
Modern Romances
Newsstand Theater
ABC
SOLOMON, LEO
Alan Young Show
CBS-TV
SPIES, ADRIAN
Star Of The Family
CBS-TV
STANLEY, JACKSON
People Are Funny
CBS
STONE, LYNN
Hilltop House
CBS

— T —

THOMSON, WALLACE
Mike And Buff
CBS-TV
TURNER, LLOYD
Time For Beany
CBS-TV

— W —

WALLACH, GEORGE
U. N. Stamp Club, WNBT
WHITTY, DON
Modern Romances
Newsstand Theater
ABC

— Y —

YOUNG, ALAN
Alan Young Show, CBS-TV

— Z —

ZOUSMER, JESSE
Edward R. Murrow, News Program
CBS

VOICE OF AMERICA—1951

By FOY D. KOHLER, Director of Office of International Broadcasting

DURING 1951 the Voice of America made significant progress toward the goals of the Campaign of Truth. This progress was reflected by increasing evidence of the impact of the broadcasts on listeners both behind the iron curtain and in the free world. During the past 12 months the Voice of America:

Kohler

1. Added twenty new language services increasing its total from twenty-six to forty-six.
2. Increased daily programming time by about twenty hours, from thirty to fifty hours daily.
3. Expanded services to USIS radio operation overseas.
4. Improved transmitter coverage and heightened penetration of Soviet jamming.
5. Increased the effectiveness and improved the quality of its output.

The new broadcasts initiated by the Voice of America were beamed to areas not previously covered by the programs. Where previous programs to the USSR had been only in Russian and Ukranian, other daily broadcasts were added in Georgian, American, Azerbaijani, Tatar, Turkestani, Lithuanian, Latvian and Estonian. Other programs were inaugurated to Albania, Finland, Israel and Portugal in their respective languages; to China in two additional dialects—Swatow and Amoy; to Japan and to South and South East Asia in Hindi, Urdu, Thai, Burmese and Malayan.

The Voice of America refined its program formats, made greater use of dramatic and documentary techniques and became markedly more outspoken and hard hitting. One of the principal themes was the success of the United Nations effort to repel the Chinese and North Koreans aggression in Korea.

The strengthening of the free world's defense was continually stressed both in news and commentary and major attention was given to exposing the fraudulent Soviet "peace" drive.

In addition to direct broadcasts, Voice of America expanded the development and distribution of transcribed platter programs tailored for local radio use overseas. Transcribed features were distributed regularly to some seventy posts. The monthly shipment of discs ranged from 12,000 to 16,000 to more than 400 destinations; from 2,000 to 4,000 scripts also were distributed overeas each month.

In the field of facilities the Voice of America network began to assume the proportions of a world-wide radio system as new facilities were put into operation and additional progress was made on other facilities at home and abroad. On the domestic scene the construction of curtain antennae progressed at six transmitter locations and ten additional studios were constructed and put into use. Overseas, Voice of America programs were carried by expanded relay facilities in Germany, Tangier, Greece, Hawaii and the Philippines. Additional British, Ceylon and Japanese relay facilities were used under lease or agreement. Other facilities and bases were in various stages of engineering completion, construction engineering development and site acquisition and negotiation. Work was advanced on that portion of the "Ring Plan" already approved by Congress. Under the "Ring Plan," which calls for a network of powerful relay bases girdling the globe, sites were selected for two projects and were in an advanced stage of negotiations for five others. Main Diesel equipment and transmitters for all plants were on order and contracts were awarded for two of the projects and tests completed of the first high-power transmitters at those installations. Additional overseas sites were negotiated on a preliminary basis in anticipation of funds requested from Congress for completion of the "Ring Plan." Project Vagabond, which involves the construction of a ship-borne radio relay system, was nearing completion at the year's end.

Penetration of Soviet jamming ranged as high as 75 per cent to 85 per cent in most areas of the USSR and averaged around 26 per cent in Moscow, where jamming was the heaviest. Progress was made in the development and installation of anti-jamming equipment designed to increase the penetration even further.

RADIO-TV DIRECTORS

—and their work during 1951

☆

— A —

ABEL, RAY
Kitchen Kapers
Dione Lucas
WJZ-TV, New York

ANDREWS, CLARK
Rogues Gallery
Strange Romance of Evelyn Winters
ABC

ANDREWS, MARTIN
My True Story
Newsstand Theater
ABC

ASHLEY, IRA
Grand Central Station
CBS

ATKINS, IRV
People Are Funny
CBS

AUERBACK, LARRY
Love Of Life
CBS-TV

— B —

BAIRDS, THE
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BASS, LEONARD L.
Gangbusters
CBS

BEAL, WILLIAM
Hollywood Screen Test
Faith For Today
ABC-TV

BISHOP, CHARLES D.
Chance Of A Lifetime, Paul Whiteman TV Teen Club, Langford-Ameche Show, ABC-TV

BLEYER, BOB
Songs For Sale
CBS-TV

BROEMAN, STUART
Piano Playhouse
Opera Album
ABC

BROWN, WILLIAM H.
Schlitz Playhouse
CBS-TV

BRYAN, WARREN
Space Cadet
Mark Trail
ABC

BUNETTA, FRANK
Cavalcade of Stars
Cavalcade of Bands
Saturday Night At Meadowbrook
Du Mont

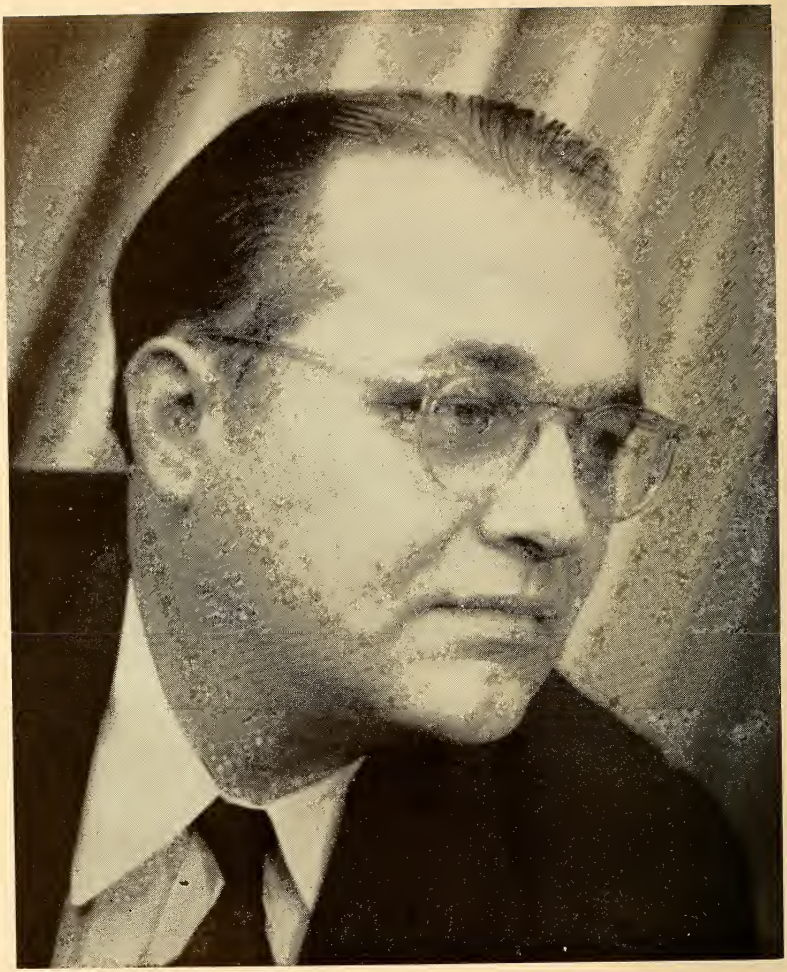
BURGGRAF, PAUL
Ted Mack Family Hour
Crime With Father
ABC-TV

BURKE, MELVIN
Man Against Crime
CBS-TV

GREY LOCKWOOD

NBC - TV

CLAY YURDIN



CHUCK HOLDEN

ABC-TV

EXECUTIVE PRODUCER

MARSHALL A. DISKIN

ABC-TV
DIRECTOR

STOP THE MUSIC
REMOTES & SPECIAL EVENTS
SUNDAY AT THE ZOO

JEROME FRANKS

DIRECTOR
ON TRIAL
CLAIRE MANN GLAMOUR SHOW
MYSTERIES OF CHINATOWN
ABC-TV

Lawrence Carra

ABC-TV
PRODUCER

PULITZER PRIZE PLAY HOUSE

FREDRIC A. CARR

DIRECTOR
HOLLYWOOD SCREEN TEST
BETTER HOMES SHOW
CLUB SEVEN
ABC-TV

Cort Steen

ABC-TV
DIRECTOR

CITY HOSPITAL
TWO GIRLS NAMED SMITH
BUCK ROGERS

CHARLES S. DUBIN

Director

"Pulitzer Prize Playhouse"

ABC—TV

EDWARD J. NUGENT

Producer

Director

ABC-TV

Leslie Gorall

ABC-TV
DIRECTOR

LANGFORD-AMECHE SHOW
ARTHUR MURRAY
CRIME WITH FATHER

Frederick Heider

ABC-TV
PRODUCER - WRITER

Paul Whiteman Goodyear Revue
Earl Wrightson "At Home" Show
Ted Mack Family Hour

Robert S. Massell

ABC-TV
DIRECTOR

Life Begins At Eighty
The Gayelord Hauser Program
Langford-Ameche Show

HERMAN LIVERIGHT

ABC-TV
DIRECTOR

METROPOLITAN OPERA AUDITIONS
FAITH FOR TODAY
CHANCE OF A LIFETIME

CHUCK BISHOP

Director

LANGFORD-AMECHE SHOW
CHANCE OF A LIFETIME
ABC-TV

— C —

CARNEY, JACK
Arthur Godfrey's Talent Scouts
CBS-TV

CARR, FREDRIC A.
B. Nov. 1, 1918, Providence, R. I.; Blind Date, Hollywood Screen Test, Better Homes Show, Club Seven, Saturday At The Zoo, Orchid Room, Peter Donald & Co., Chance Of A Lifetime, ABC-TV

CHARLES, DICK
B. Feb. 24, 1919, Newark, N. J.; Sammy Kaye Sunday Serenade, ABC; Dream Harbor, ABC; Paul Whiteman Radio Teen Club, ABC; Your Dancing Party, ABC; The Three Suns Show, ABC

CLAAR, JOHN
Meet Corliss Archer
CBS-TV

CLAMPETT, BOB
Time for Beany, CBS-TV

CONRIED, HANS
Stars Over Hollywood
CBS

COOK, FIELDER
Lux Video Theater
CBS-TV

COYLE, HARRY
Most Important People
Rumpus Room
Saturday Night At The Garden
Twenty Questions
Du Mont

CURRAN, CHARLES W.
Assoc. With Times Square Productions, Inc.

— D —

DANIELS, MARC
I Love Lucy
CBS-TV

DEL VALLE, JAIME
The Line-Up
CBS

DEMAREST, BILL
Meet Me At Howie's
ABC

DEPEW, RICHARD
Laraine Day Show
Hollywood Screen Test
ABC-TV

DICK, HENRY
Jack Berch
Dulany Daily Double
ABC

DINEHART, ALAN
Celebrity Time
CBS-TV

DISKIN, MARSHAL A.
B. August 9, 1913; Stop The Music, Can You Top This, Sunday At The Zoo, College Bowl, N. Y. Giants Football Huddle, Sports—Special Events, ABC-TV

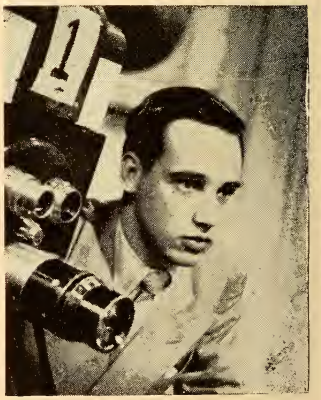
DODSON, WILLIAM
Langford-Ameche Show
ABC-TV

DOYLE, ROBERT
News & Special Events, Stop The Music, ABC-TV

DUBIN, CHARLES S.
B. Feb. 1, 1919, Brooklyn, N. Y.; Pulitzer Prize Playhouse, Tales of Tomorrow, Crime With Father, Two Girls Named Smith, Blind Date, Club Seven, ABC-TV

DUERK, FRED
Mary Margaret McBride
Thy Neighbor's Voice
ABC

ROBERT DOYLE
Director
News and Special Events
ABC-TV



EDWARD NATHANSON
DIRECTOR
ACTORS HOTEL
MACY'S PARADE
HORIZONS
ABC-TV

— E —

ELLIOTT, DAPHNE
B. April 5, 1924; Nash Air-Flyte Theater Of The Air, CBS; Treasury Men In Action, NBC-TV; The Big Story, NBC-TV

— F —

FARNWORTH, SCOTT
Marriage For Two
American Sports Page
ABC

FAY, PAT
Headline Clues From Broadway To Hollywood
Hands Of Destiny
Kids And Company
Du Mont

FISHBURN, ALAN M.
B. July 23, 1913, Montclair, N. J.; Sky King, MBS; Challenge, WGN-TV

FRAILEY, PAUL M.
Ranger Joe
CBS-TV

FRANKS, JEROME
Jack Wirtsen's Songtime, On Trial, Billy Graham-Hour Of Decision, John Reed King-Tootsie Hippodrome, Claire Mann Glamour Show, Your Witness, Let There Be Stars, Marshal of Gunsight Pass, The Johnny Grant Show, Mysteries of Chinatown, Produced Cerebral Palsy Telethon, ABC-TV

— G —

GLUCKSMAN, ERNEST D.
B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; A G V A with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special Show), NBC-TV; Phil Silvers (1 special Show), NBC-TV

GOOD, DICK
Lux Video Theater
CBS-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GORALL, LESLIE
Langford-Ameche Show, Arthur Murray, Crime With Father, Tales of Tomorrow, Earl Wrightson Show, Penthouse Party, ABC-TV

GOULD, BERNI
Bert Parks Show
CBS-TV

GOULD, GEORGE
B. March 19, 1915, New York; Tom Corbett, Space Cadet, ABC; Tom Corbett, Space Cadet, NBC (Summer)

GRAHAM, JOE
B. Sept. 15, 1916, Portsmouth, Ohio; Top Guy, It's Your Business, Whispering Streets, Modern Romances, ABC

GREINER, BOB
When A Girl Marries
Mr. District Attorney
ABC

GROSS, LLOYD
Mel Torme Show
Man of The Week
CBS-TV

— H —

HAMILTON, BILL
Lone Journey
ABC

DICK CHARLES
Author-Composer
Producer-Director
A. S. C. A. P.
EL. 5-6923

On Television:
GENERAL ELECTRIC
GENERAL FOODS
GULF OIL
LUCKY STRIKE
NASH KELVINATOR
FILM COMMERCIALS
directed by
Leftwich
Personal Representatives For
Alex Leftwich
AFFILIATED ARTISTS REPRESENTATIVES
20 East 53rd Street,
New York, New York
PLaza 3-1862

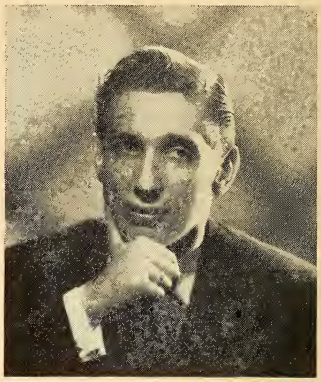
CHARLES POLACHECK

NBC-TV PRODUCER

"VOICE OF FIRESTONE"
"RECITAL HALL"

ASSOCIATE PRODUCER

"NBC OPERA THEATER"



ALAN NEUMAN

NBC-TV

DIRECTOR

DICK SCHNEIDER

NBC-TV

DIRECTOR

of

KATE SMITH DAYTIME SHOW

DON HILLMAN

NBC-TV

DIRECTOR

HARLAN, BOB
Family Circle
Club Can Do
ABC

HARRISON, JEANNE
Director, Ziv and World

HARRISON, PAUL
Bert Parks Show
CBS-TV

HAYES, JIM
City Hospital
CBS

HELLER, FRANKLIN
The Web
What's My Line
CBS-TV

HENRY, BABETTE
Circuit Rider
On Trial
ABC-TV

HILL, MARTY
House Party
CBS

HILLMAN, DONALD STUART
B. April 3, 1925, New York; Broadway Open House, Remember This Date; New York Philharmonic Concerts, Lewisohn Stadium, United Nations Telecasts, Lake Success, N. Y., Milton Berle Telethon, Around The Town, NBC-TV; Commercial Dir. For Show of Shows, Here's To Your Health, RCA's Background For Trouble (Submitted by NBC For the Peabody Award)

HILLMAN, JACK
Lives Of Harry Lime
Chance Of A Lifetime
ABC

HOBIN, CHARLES W.
B. November 12, 1923, Evanston, Ill.; Show of Shows, NBC-TV; Garroway At Large, NBC; Wayne King Show, NBC

HUNT, LEE
The M & M Candy Carnival
CBS-TV

— K —

KENNEY, H. WESLEY
Universal Homemaking
Rocky King, Detective
Magic Cottage
Du Mont

KRONMAN, HARRY
Stars In The Air
Hollywood Sound Stage
CBS

— L —

LANGAN, DONALD
Assoc. With Times Square Productions, Inc.

LEFTWICH, ALEX
B. Feb. 13, 1910, Philadelphia, Penna. Faye Emerson Show, CBS; Ilka Chase Show, CBS; Kyle McDonnell Show, DuMont; Film Commercials; General Electric, Lucky Strike, Gulf Oil, Supervisor of Production

LEFTWICH, ED
Live Like A Millionaire
CBS-TV

LEVY, RALPH
Burns & Allen
CBS-TV

LEWIS, AL
Our Miss Brooks
CBS

LEWIS, ELLIOT
Broadway's My Beat
Suspense
Pursuit
CBS

LINKROUM, DICK
Alan Young Show
CBS-TV

Daphne Elliott
DIRECTOR
"The Big Story"
NBC-TV

ALAN M. FISHBURN
Writer - Director - Producer
CURRENT
"SKY KING"—America's top-ranking juvenile AM program — (MBS) — (DERBY FOODS)
"CHALLENGE"—Chicago's top-ranking musical-dramatic TV program — (WGN-TV) (DREWRYS LTD.)
1413 N. DEARBORN PARKWAY
CHICAGO 10, ILLINOIS
DElaware 7-4867 STate 2-1100

LIVERIGHT, HERMAN
Metropolitan Opera Auditions, Faith For Today, Success Story, Chance Of A Lifetime, ABC-TV

LOCKWOOD, GREY
NBC-TV

LOWE, DAVID
Famous Jury Trials
Court Of Current Issues
What's The Story
DuMont
Talent Shop
Recipe For Happiness
WABD

LYONS, DICK
Lyrically Speaking
Kelvin Keech
WJZ, New York

— M —

MacCULLUM, BILL
Against The Storm
Original Amateur Hour
ABC

MACK, HELEN
Meet Corliss Archer
CBS

MAGNER, MARTIN
Lamp Unto My Feet
CBS-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.; The F.B.I. In Peace and War, CBS

MANKOFF, BILL
Meet Millie
CBS

MARCEAU, BILL
The Plainclothes Man
DuMont
Starring The Editors
WABD

MARSHALL, BILL
Metropolitan Opera
Valiant Lady
ABC

MASSELL, ROBERT S.
B. Sept. 7, 1916, New York, N. Y.; Life Begins At Eighty, The Gayelord Hauser Program, Langford-Ameche Show, ABC-TV

McCONNELL, JIM
Mystery Theater
Walter Winchell
ABC

McKNIGHT, TOM
Beulah
CBS

McLEOD, VICTOR IAN
(See Producers)

MOORE, KINGMAN T.
B. Sept. 13, 1919, Macon, Ga.; Colgate Comedy Hour, Starring Martin-Lewis; Abbott & Costello; Donald O'Connor; Chesterfield Sound Off Time Starring Bob Hope, NBC-TV

— N —

NATHANSON, EDWARD
Actors Hotel, Macy's Parade, Horizons, ABC-TV Market Melodies, The Fitzgeralds, WJZ-TV

NEUMAN, ALAN
NBC Opera, Kate Smith Hour, Broadway Open House, Here's To Your Health, Van Camp Little Show, City At Midnight, Dagmar's Canteen, NBC-TV

NOBLE, BOB
Great Adventure
Gillette Fights
ABC

NOCKS, ARNOLD
Small Fry Club
Shadow Of The Cloak
DuMont

BARRY SHEAR
DUMONT - TV
DIRECTOR OF
"NOT FOR PUBLICATION"
Starring Jerome Cowan
"QUICK ON THE DRAW"

JOE GRAHAM
WRITER-DIRECTOR
Currently Directing:
"WHISPERING STREETS"
"TOP GUY"
"IT'S YOUR BUSINESS"

Ethel Thorsen Show
WABD
Eloise Salutes The Stars
WABD

NUGENT, EDWARD JAMES

B. Feb. 7, 1904, N. Y. C., N. Y.; Chico Marx College Bowl, Pulitzer Prize Playhouse, Theater Of Romance, Life Begins At Eighty, ABC-TV

— P —

PAUL, BYRON
This Is Show Business
Sam Levenson Show
CBS-TV

PEYSER, JOHN
Stork Club
CBS-TV

PIONA, TONY
Dancing Party
Vince Williams
WJZ, New York

POLK, LEE
Morning Chapel
WABD, New York, N. Y.

POTTASCH, ALAN
Charlie Wild, Private Detective
Tom Corbet, Space Cadet
ABC-TV

POWERS, CHARLES
Author Meets The Critics
On Trial
ABC-TV

PRESSMAN, DAVID
Chrysler-T-Men In Action
ABC-TV
Borden's-T-Men In Action
NBC-TV
Nash-Airflyte
Westinghouse-Summer Playhouse
CBS-TV

— R —

RITTER, DICK
Stop The Music
America's Town Meeting Of The Air
ABC

ROBBIE, SEYMOUR
Half Pint Party
ABC-TV
Eva Gabor Show
WJZ-TV

ROBSON, WILLIAM N.
Operation Underground
CBS

— S —

SAUNDERS, N. JAMES
Woman's Club
Wrestling With Dennis James
DuMont
Kitchen Fare
WABD

SCANLAN, WALTER
Headline Edition
News Of Tomorrow
ABC

SCHNEIDER, DICK

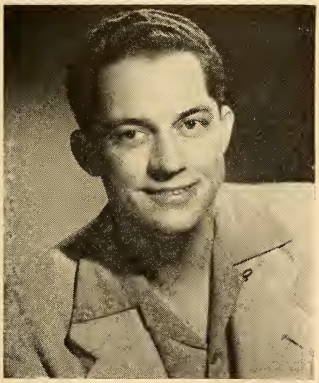
Kate Smith Daytime Show
NBC-TV

SCHWAB, JR., LAURENCE

B. March 31, 1922, New York; Lights Out, NBC-TV; Prod.-Dir. The Amazing Mr. Malone, ABC

SCIBEAT, JOSEPH
Schlitz Playhouse
CBS-TV

SEAMAN, WILLIAM
Stage Entrance
DuMont
Take The Break
DuMont
Double C Canteen
WABD



KINGMAN T. MOORE
NBC
TV Director
for
MARTIN and LEWIS
ABBOTT and COSTELLO
BOB HOPE

LAURENCE SCHWAB, JR.
Producer — Director
TV

SEGAL, ALEX
Pulitzer Prize Playhouse
Hollywood Screen Test
ABC-TV

SHEAR, BARRY
Not For Publication, Starring Jerome Cowan; Quick On The Draw, The Hazel Scott Show, Newsweek Views The News, Du-Mont; Seven Years Du Mont TV Head Cameraman And Technical Director

SHOPE, ROGER
Celebrity Parade For Cerebral Palsy
The Fitzgeralds
WJZ-TV, New York

STEDMAN, BILL
Herb Sheldon
Betty Crocker Magazine Of The Air
ABC

STEEN, CORT
B. July 14, 1918, Pittsburgh, Pa.; City Hospital, Two Girls Named Smith, Buck Rogers, Blind Date, Hollywood Screen Test, ABC-TV

STERLING, BILL
Al Pearce Show
CBS-TV

STEVENS, ROBERT
Suspense
CBS-TV

SUSSAN, HERBERT
Ken Murray Show
CBS-TV

— T —

TELEFORD, FRANK
Schlitz Playhouse
CBS-TV

THOMAS, KEITH
Kathi Norris Show
WABD, New York, N. Y.

TINNEY, JOSEPH L.
The Big Top
CBS-TV

TORMEY, BOB
Greatest Story Ever Told
Tea And Crumpets
ABC

— V —

VINCENT, CHICK
B. August 29, 1912, Bronx, N. Y.; Pepper Young's Family, NBC; Magazine Theater, MBS

— W —

WALLACH, GEORGE
Director Of News And Special Events, WNBC-WNBT; Date In Manhattan, WNBT; Inside Photography With Wendy Barrie, WABD

WARBURTON, CHARLES
My True Story
ABC

WARSHAW, EMANUEL
Dennis James Show
Solo Drama
WJZ-TV

WEIST, GEORGE
Family Circle
ABC

WHITING, JUDD
Mike And Buff
CBS-TV

WHORF, RICHARD
My Friend Irma
CBS-TV

— Y —

YURDIN, CLAY
NBC-TV

— Z —

ZIRATO, BRUNO, JR.
Peggy Lee Show
CBS

WHY IS AP THE BEST

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

jeanne harrison

RADIO-TV PRODUCERS

Network & Independent

— A —

ALDERMAN, GORDON J.
WHRN, Syracuse, N. Y.

ALLYN, BILL
Margaret Arlen
CBS-TV

ANDORN, SIDNEY
Audition Ambition
WXEL, Cleveland, Ohio

ARNELL, PETER
The Name's The Same, ABC-TV; Rate Your Mate, CBS; By Popular Demand, CBS-TV. Produced in association with Goodson-Todman Productions

AYERS, TED
Battle Report
WNBW, Washington, D. C.

— B —

BACH, BOB
Mel Torme Show
CBS-TV

THE BAIRDS
Whistling Wizzard
CBS-TV

BANNER, BOB
Fred Waring Show
CBS-TV

BARTON, CHARLES
Amos 'N' Andy
CBS-TV

BERNS, LARRY
Our Miss Brooks
CBS

BILLS, DICK
Hoffman Hayride
KOB-TV, Albuquerque, New Mexico

BLACK, HARRY
Sunday Matinee
WXEL, Cleveland, Ohio

BODWELL, PHILLIP
Fun At The Philharmonic
WDAF-TV, Kansas City, Mo.

BOOKER, BOB
WMBR-TV, Jacksonville, Fla.

BOOTH, PHILIP
KECA-TV, Hollywood, Calif.

BORDENKIRCHER, TOM
Sports Almanac
Western Jamboree
WSAZ-TV, Huntington, W. Va.

BORGE, PAUL
KMTV, Omaha, Nebr.

BRINLEY, ED
WOAI-TV, San Antonio, Texas

BROWN, JOSEPH
American Forum
WNBW, Washington, D. C.

BURKE, CAROLINE
Masterpiece Playhouse; Red Feather Revue; Heralds Of Good Will; Around The Town; Vacation Wonderland; Watch The World; Operation Frontal Lobes, NBC-TV

— C —

CADY, CHARLES
WBNS-TV, Columbus, Ohio

ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

WJZ-TV

CARRA, LAWRENCE
Publitzer Prize Playhouse, ABC-TV

CARTOUN, ALLAN
The Choraliers
The Symphonette
CBS

CLAMPETT, BOB
B. May 8, 1913, San Diego, Calif.; Time For Beany, KTLA; Paramount Tele. Prod, Inc., CBS-TV

COHAN, ARNOLD
Star Time, WNBT; Rootie Kazootie, WNBT, NBC-TV

COOLEY, LEE
B. San Francisco, Calif.; Perry Como Show, CBS-TV; Peggy Lee, CBS-TV; Mel Tormé, CBS-TV

CORBETT, JOHN
Ray's Roundup
WOOD, Grand Rapids, Mich.

COWAN, LOUIS G.
Quiz Kids, CBS-TV

CROSBY, JOHN
WHAM-TV, Rochester, N. Y.

CROTHERS, GEORGE
Church Of The Air
Invitation To Learning
CBS

CURRAN, CHARLES W.
Assoc. With Times Square Productions, Inc.

— D —

DANIEL, OLIVER
Musicland U. S. A.
CBS

DEGAN, CARL
Meet The Press
Safety Circus
WNBW, Washington, D. C.

DIERKES, SHIELDS
Jim De Land Show
Animal Fair
WWJ-TV, Detroit, Mich.

DEL VALLE, JAIME
The Line-Up
CBS

DEVRIES, VAN BEUREN
WMAL-TV, Washington, D. C.

— F —

FASSETT, JAMES
N. Y. Philharmonic Symphony
CBS

FATES, GIL
What's My Line
CBS-TV

FINKEL, ROBERT S.
KECA-TV, Hollywood, Calif.

FOLEY, JR., GEO. F.
Chrysler Bandstand, Tales of Tomorrow, Dining Out, ABC-TV; Coastguard on Parade, NBC

FONDA, JAMES
Amos 'N' Andy
CBS-TV

FORD, MONTGOMERY PATERSON
Sure As Fate, Westinghouse Summer Theater, The Egg And I, CBS-TV

FORREST, ROBERT A.
What In The World
CBS-TV

FRAMER, WALT
Strike It Rich
CBS-TV

FRANK, NORMAN
Star Of The Family
CBS-TV

FRIENDLY, FRED
See It Now
CBS-TV

FROMMERT, PETER J.
WJBK-TV, Detroit, Mich.

— G —

GALEN, FRANK
Meet Millie
CBS

GERRY, ROGER
Rocky King, Detective
WABD, New York, N. Y.

★ ★

THE
ARNOLD COHAN CORPORATION
101 WEST 55 STREET NEW YORK 19 N. Y.

ADVERTISING
TELEVISION
RADIO

★ ★

GLUCKSMAN, ERNEST D.
B. March 21, 1902, Vienna, Austria; Martin and Lewis, NBC-TV; Donald O'Connor with Harpo Marx, NBC-TV; AGVA with Bob Hope, NBC-TV; Spike Jones, NBC-TV; Jack Carter (24 weeks), NBC-TV; Ben Blue (1 special show) NBC-TV; Phil Silvers (1 special show), NBC-TV

GOODMAN, MARTY
It Happens Every Day
CBS

GOODSON, MARK
Beat The Clock, CBS-TV

GOTLIEB, LESTER
The Show Goes On
CBS-TV

GRAMMER, BOB
WBAP-TV, Fort Worth, Tex.

GREER, BEN
Let's Visit
Variety Revue
WFMY-TV, Greensboro, N. C.

— H —

HALDI, JOHN
WBNS-TV, Columbus, Ohio

HALIMAN, DONALD G.
All Local Wrestling
WWJ-TV, Detroit, Mich.

HAMMERSTEIN, TED
Headline Clues
WABD, New York, N. Y.

HARRELL, MARTIN
Grand Central Station
CBS

HARRINGTON, PAUL
WOW-TV, Omaha, Nebr.

HARRIS, DAVID K.
WNHC-TV, New Haven, Conn.

HARVILLE, CHARLES
Shopper's Guide
TV Song Shop
WFMY-TV, Greensboro, N. C.

HATOS, STEFAN
Al Pearce Show
CBS-TV

HEIDER, FREDERICK
B. April 9, 1920, Milwaukee, Wis.; Paul Whiteman Goodyear Revue; Earl Wrightson "At Home" Show; Ted Mack Family Hour; Club Seven-Eadie And Rack; Arthur Murray Show, ABC-TV

HELLER, FRANKLIN
The Web
CBS-TV

HERP, ED
Kid Bits
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLDEN, CHUCK
Production Manager, CBS-TV, ABC-TV; Executive Producer, ABC-TV; 11 Years of Television —7,500 Shows

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLOWCHAK, Eugene
George Scotti Show
WWJ-TV, Detroit, Mich.

HOLTON, LEONARD
Herb Shriner Time
Gayelord Hauser
ABC-TV

HORNBACK, LEE
Paul Dixon Show
WCPO-TV, Cincinnati, Ohio

HOUGHTON, NORRIS
CBS Television Workshop
CBS-TV

HUBBARD, DAVE
WOAI-TV, San Antonio, Texas

HUBBARD WILLIAM
Tennessee Jamboree
WSM-TV, Nashville, Tenn.

HUBER, BOB
The Storm
WKRC-TV, Cincinnati, Ohio

HUFFMAN, WILLIAM
Big Bear Dollar Derby
WLW-C, Columbus, Ohio

HUMMERT, FRANK AND ANNE
Mr. Chameleon
Hearthstone Of The Death Squad
CBS

GEORGE WALLACH*

PRODUCER-DIRECTOR

RADIO-TV

Director of News and Special Events

WNBC-WNBT

*(and friend)

— I —

IRVING, CHARLES
Producer-Director: Search For Tomorrow, CBS-TV; Films: Bloodhound Mysteries, Three Little Words

IRWIN, CAROL
Mama
CBS-TV

IVES, JOHN
Gangbusters
CBS

— J —

JACKSON, FELIX
Schlitz Playhouse
CBS-TV

JACOBS, WALTER
Meetin' Time At Moore's
WLW-C, Columbus, Ohio

JACOBSON, ARTHUR
KMTV, Omaha, Nebr.

JANIS, HAL
Saturday Night Review, Your Show of Shows, Jack Carter Show, Frigidaire Series, Bob Hope Show, Jackie Gleason Show, NBC-TV

JEWELL, JAMES E.
Armstrong of the S.B.I., The Silver Eagle, ABC

JOHNS, BOB
WMBR-TV, Jacksonville, Fla.

JONES, ROBERT
WTOP-TV, Washington, D. C.

— K —

KANE, PAUL
Johns Hopkins Science Review
WAAM, Baltimore, Md.

KAUFMAN, HAL
WOOD, Grand Rapids, Mich.

KIMMEL, JESS
Mike And Buff
CBS-TV

KLEISACKER, FRED R.
Carousel
WSM-TV, Nashville, Tenn.

KRONMAN, HARRY
Stars In the Air
Hollywood Sound Stage
CBS

KUHL, CAL
Lux Video Theater
CBS-TV

— L —

LADESICH, WILLIAM
Videosyncracies
WDAF-TV, Kansas City, Mo.

LANDSBERG, KLAUS
Frosty Frolics
KTLA, Los Angeles, Calif.

LANGAN, DONALD
Assoc. With Times Square Productions, Inc.

LAWLER, NORMAN
WTVN, Columbus, Ohio

LEFTWICH, ALEX
Toast Of The Town, CBS-TV

LEIGHTON, DERRICK
News Of The Night
CBS-TV

LESCH, GOMER
Videoquiz
Secrets of Eve
WFMY-TV, Greensboro, N. C.

LEVY, RALPH
Jack Benny Show
Burns & Allen
CBS-TV

LEWIS, ELLIOT
Broadway's My Beat
Suspense
CBS

LEWIS, GENE
Fashions In Motion
KPRC-TV, Houston, Texas

LEWIS, MARLO
Steve Allen Show
CBS-TV

LIEBMAN, MAX
Producer-Director Your Shows of Shows, NBC-TV

GEORGE F. FOLEY, JR.

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PRODUCTION OFFICE:
Hotel Sherman Square
70th Street and Broadway
New York, N. Y.
SUsquehanna 7-5377

MAIN OFFICE:
9 East 45th Street
New York 17, N. Y.
MUrray Hill 7-5354

LINKROUM, DICK
Alan Young Show
CBS-TV

LOEWI, BOB
Once Upon A Tune; Time For Reflection; Kitchen Fare, DuMont

LUCAS, LYN
The Alec Gibson Show
WTVJ, Miami, Fla.

LUND, WM.
KMTV, Omaha, Nebr.

— M —

MACK, HELEN
Meet Corliss Archer
CBS, CBS-TV

MANDEVILLE, BETTY
B. June 18, 1910, Mora, Minn.; The F.B.I. In Peace And War, CBS

MANSFIELD, IRVING
Sam Levenson Show
CBS-TV

MARKS, SHERMAN
Bert Parks Show
CBS-TV

MARLOWE, ANN
B. July 6; Somerset Maugham, NBC-TV & Radio; Maisie With Ann Sothern, CBS; The Fat Man, NBC; Theater Of The Mind, NBC-TV; The Judith Anderson Show; The F. Scott Fitzgerald Series

MAZZIE, JACK
WOW-TV, Omaha, Nebr.

McGARRETT, GEORGE
Your Show Of Shows, Lights Out, The Robe, Jackie Gleason Show, Bob Hope Show, Frigidaire Series, NBC-TV

McKNIGHT, TOM
Beulah
CBS

McLEOD, VICTOR IAN
B. Aug. 2, 1906, Nampa, Idaho; Arthur Murray Show, ABC-TV; James Melton Ford Festival, NBC-TV

MEIER, DON
WNBQ, Chicago, Ill.

MELAMED, LOUIS
Peggy Lee Show
Big Time
CBS

MELLOTTE, BOB
Channel Threesters
WBTV, Charlotte, N. C.

MODELL, ARTHUR B.
Dione Lucas Hour, Domestically Yours, Holiday Hints, ABC-TV

MONTAGNE, ED. J.
Man Against Crime
CBS-TV

MORGAN, CAROLYN
WTOP-TV, Washington, D. C.

MORSE, CARLTON E.
B. June 4, 1901, Jennings, La.; One Man's Family, NBC, KNBH; I Love A Mystery, Mutual Don Lee; The Woman In My House, NBC

MULLER, KEN
New Orleans Cookbook
WDSU-TV, New Orleans, La.

MULVEY, BILL
TV Showcase
WRGB, Schenectady, N. Y.

MURRAY, KEN
Ken Murray Show
CBS-TV

MURROW, EDWARD R.
See It Now
CBS-TV

CAROLINE BURKE

NBC-TV Producer Director

"Outstanding service
in the field of human relations"

LAMP UNTO MY FEET

WCBS-TV NETWORK
(2)
Sundays, 5:30 P.M. — EST

ISABEL REDMAN
Producer
Special Award 1949
PROTESTANT RADIO COMMISSION
and Federated Theological Faculty Univ. of Chicago
Mighty Monarch of the Air TV AWARD — 1951

— N —

NATHANSON, STUART M.
Nov. 17, 1927, Detroit, Mich.; Adventures In Imagination, KTTV; Mickey O'Day Show, KECA-TV; Saturday Surprises, KHJ-TV

NELSON, JOHN
Live Like A Millionaire
CBS-TV

NELSON, RALPH
Mama
CBS-TV

NIELSON, WALTER A.
Conn. Spotlight
WNHC-TV, New Haven, Conn.

NUGENT, EDWARD JAMES
B. Feb. 7, 1904, N. Y. C., N. Y.; Paul Whiteman "Goodyear Review," Langford-Ameche Show, Ted Mack Family Hour, ABC-TV

— O —

OPENSHAW, BYRON
KSL-TV, Salt Lake City, Utah

OPPENHEIMER, JESS
I Love Lucy
CBS-TV

OSBORN, GENE
Darts For Dough
KPRC, Houston, Texas

— P —

PARK, WARREN
WJAR-TV, Providence, R. I.

PEYSER, JOHN
Steve Allen Show
CBS-TV

PIKE, LANNY
WJBK-TV, Detroit, Mich.

PINCUS, IRVING
Mr. I. Magination, CBS-TV

PINCUS, NORMAN
Mr. I. Magination, CBS-TV

POLACHECK, CHAS.
Voice of Firestone, Recital Hall, NBC-TV, Assoc. Producer, NBC Opera Theater

PREVATTE, NORMAN
Tap The Barrel
Junior Rancho
WBTV, Charlotte, N. C.

PUCK, LARRY
Arthur Godfrey And His Friends
Arthur Godfrey's Talent Scouts
CBS-TV

— Q —

QUINLAN, S. C.
WBKB, Chicago, Ill.

— R —

REAULEAUX, WALTER
Thru The Kitchen Window
WFBM-TV, Indianapolis, Ind.

REDMAN, ISABEL
Lamp Unto My Feet, CBS-TV

REINEMUND, JOHN
KMTV, Omaha, Nebr.

RICHARDS, ALDEN
KSL-TV, Salt Lake City, Utah

ROACH, HAL, JR.
Racket Squad
CBS-TV

ROBINSON, CHARLES
The Big Town
CBS-TV

ROBSON, WILLIAM N.
Operation Underground
CBS

ROESE, "UNCLE RAY"
Jamboree
WBNS-TV, Columbus, Ohio

ROGSTAD, TOM
Clipper Cappers
KINK-TV, Seattle, Wash.

RUBIN, JACK
Break The Bank
CBS-TV

ERNEST D. GLUCKSMAN

Producer-Director

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"COLGATE COMEDY HOUR"

NBC-Hollywood

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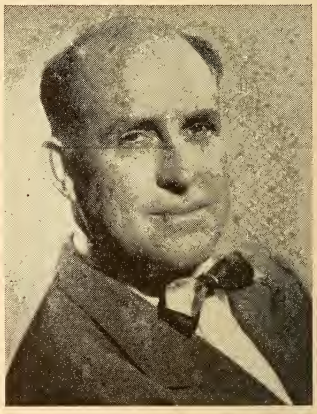
Martin and Lewis — Spike Jones
Donald O'Connor — A G V A



VICTOR McLEOD
TV
Writer - Producer - Director
CURRENTLY
James Melton's Ford Festival Show

RUHFEL, AL
WSPD-TV, Toledo, Ohio

— S —

SARROW, ED
Shopping For You
WAAM, Baltimore, Md.

SCALA, EDWARD
Do You Think
TV Ranch Club
WNBF-TV, Binghamton, N. Y.

SCHAEFER, ARMAND
Gene Autry
CBS-TV

SCHECK, GEORGE
Star Time, WNBT

SCHENCK, CHARLES
Love Of Life
CBS-TV

SCHULMAN, LEE
March On
KING-TV, Seattle, Wash.

SCHWAB, JR., LAURENCE
(See Directors Section)

SEGAL, ALEX
Celanese Theater
ABC-TV

SHARP, JAMES
WMBR-TV, Jacksonville, Fla.

SPAN, AL
Songs For Sale
CBS-TV

SPERY, JOE
WNBQ, Chicago, Ill.

STANTON, RONALD L.
B. Sept. 13, 1924; Adventures in Imagination, KTTV; Mickey O'-Day Show, KECA-TV; Saturday Surprises, KHJ-TV

STERNFIELD, TOMMY
Juvenile Jamboree
WRGB, Schenectady, N. Y.

STOBER, J. ARTHUR
Paul Whiteman TV Teen Club
WFIL-TV, Philadelphia, Pa.

STOHL, HANK
Hollywood Spotlight Revue
Tri-State Jamboree
WSAZ-TV, Huntington, W. Va.

— T —

TESSER, MANNING
WJAR-TV, Providence, R. I.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Texas

TODMAN, BILL
Beat The Clock, CBS-TV

TRAYHERN, JIM
WHAM-TV, Rochester, N. Y.

— V —

VANDA, CHARLES
The M & M Candy Carnival
The Big Top
CBS-TV

— W —

WAGNEHURST, WALTER
Pony Express
WFIL-TV, Philadelphia, Pa.

WALLACH, GEORGE
Today In New York, WNBT; Date In Manhattan, WNBT; U. N. Stamp Club, WNBT; Inside Photoplay with Wendy Barrie, WABD; Star Night At The Astor, WNBT

WEIL, MYRON
Teevy Story Club
WTVJ, Miami, Fla.

WEISS, HUBIE
Tulane Close-Up
WDSU-TV, New Orleans, La.

WILLIAMS, BOB
Meet The Ladies
WCPO-TV, Cincinnati, Ohio

WILSON, DAVE
WTVN, Columbus, Ohio

WORKMAN, WM. R.
Man Of The Week
CBS-TV

WRIGHT, WYNN
Official Detective, Under Arrest, Crime Fighters, Mr. Mystery, MBS

BETTY MANDEVILLE

PRODUCER-DIRECTOR

"THE F.B.I. IN PEACE AND WAR"

★ ★ ★

STAR TIME

LENNY DALE—KENNY SHARPE

"ANGEL"

WNBT SAT. 11:30 to 12 NOON

★ ★ ★

Produced By George Scheck

ASSOCIATE MICKEY FREEMAN

SPONSOR—BRUNO—N. Y.

ARNOLD COHAN AGENCY

★ ★ ★

WOMEN COMMENTATORS

HOME ECONOMISTS of U. S. TV and Radio Stations

☆

Alabama

Armand, Dorothy.....WCOV, Montgomery
Bailey, Yancey.....WHMA, Anniston
Barber, Boots.. .....WJBB, Haleyville
Brock, Grace.....WABB, Mobile
Brown, Honey.....WBCO, Birmingham-Bessemer
Dennis, Mimi.....WPAI, Birmingham
Elliot, Pat.....DAGF, Dothan
Gordon, Sally.....WJLD, Bessemer
Grund, Lynn.....WAUD, Auburn
Henderson, Margaret..... ..WGSV, Guntersville
Hollingsworth, Marie.....WLAY, Muscle Shoals
Mayfield, Alice.....WSFA, Montgomery
Mitchell, Betty.....WABB, Mobile
Moore, Mary..... .....WEBJ, Brewton
Niles, Helen.....WAPX, Montgomery
Parrish, Helen.....WKLF, Clanton
Plunkett A. Olive.....WZOB, Fort Payne
Ramsey, Margaret.. .....WJHO, Opelika
Spitler, Mimi.....WAFM-TV, Birmingham
Mrs. Mimi Spitler.....WPAI, Birmingham
Taylor, Teena.....WHMA, Anniston
Vaughn, Grace..... .....WLAY, Muscle Shoals
Whatley, Gail.....WJHO, Opelika

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Arizona

Botkin, Freda.....KNCA, Tucson
Cooke, Effie..... .....KTAR, Phoenix
Curtis, Marg.....KTYL, Mesa
Gibson, Evelyn.....KTKT, Tucson
Harrison, M. Lois..... .....KGLU, Safford
Kay, Kathryn.....KVOA, Tucson
Lopez, Laurie.....KIFN, Phoenix
McBride, Bonita..... .....KGLU, Safford
Millwee, Daphne.....KCKY, Coolidge
Mittendorg, Virginia.....KOPO, Tucson
Phillippi, Jane Mary.....KGPH, Flagstaff
Saunders, B. C.. .....KCLS, Flagstaff
Whiting, Fran.....KVOA, Tucson

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Arkansas

Cobb, Muriel.....KCON, Conway
Edrington, M. Ann..... .....KOSE, Osceola
Ingalls, Mary.....KGRH, Fayetteville
Whellis, Wilma.....KDRS, Paragould
Wimberly, Dorothy.....KVIC, Little Rock
Winner, Jerry..... ...KSFA, Fort Smith

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California

Alex, Susan.....KSAN, San Francisco
Anthony, Ida May.....KHUM, Eureka
Atkinson, Marion..... KXLA, Pasadena
Bacher, Jeanne.....KGST, Fresno
Barnes, Harriet..... .....KSRO, Santa Rosa
Mrs. Blanche Beitz.....KIBE, Palo Alto
Bowen, Jerry.....KXOC, Chico
Bruce, Frances..... .....KVCV, Redding
Carroll, Mary.....KCRA, Sacramento
Curtis, Evelyn.....KSYC, Yreka
DeVivier, Jeanne.....KFBK, Sacramento
Devlin, Marion.....KVON, Napa
Drew, Sally.....KHUM, Eureka
Fant di, Mrs..... .....KMOD, Modesto
Faszer, Marlene.....KCVR, Lodi
Fowles, Olive.....KGYW, Vallejo
Francisco, Mary..... .....KXO, El Centro
Gamble, Lou Bonnie.....KCMJ, Palm Springs
Gardiner, Dorothy.....KTLA, Los Angeles
Gregg, Mary.....KAFY, Bakersfield
Guy, Corris..... .....KTLA, Los Angeles
Halstead, Chas. (Mrs.).....KDIA, Auburn
Hansen, Flo.....KFRE, Fresno
Mrs. Heffernan..... .....KREO, Indio
Hendrick, Peg.....KBUC, Corona
Higbee, Hilda.....KTRB, Modesto
Hogan, Lee "Lee Hogan Presents"
KNBH, Hollywood
Holden, Ann..... .....KGO, San Francisco
Holmes, Margaret.....KYNO, Fresno
Hoyt, Betty "Foods For Thought"
KNBH, Hollywood
Hughes, Claire.....KWKN, Pasadena
Hummell, Mildred..... .....KKIN, Visalia
Jackson, Louis (Mrs.).....KYOS, Merced
James, Frances.....KIEM, Eureka
Jarvis, Jan..... .....KSJO, San Jose
Jason, Louise (Mrs.).....KYOS, Merced
Jewel, Izetta.....KCBQ, San Diego
Johnson, Gene..... .KEEN, San Jose
Kadel, Georgette.....KWSO, Wasco
Keller, Eloise, Miss.....KDAC, Fort Bragg
King, Marjorie..... .....KGO-TV, San Francisco
King, Mary Burke.....KXLA, Pasadena
Lawson, Grace.....KECA-TV, Hollywood

DORSEY CONNORS SHOWS

5:40 P.M. Mon. through Fri.
10:10 P.M. Sun. through Fri.

W N B Q
NBC-TV

Lee, Jane—"Magazine of the Air" KNBC, San Francisco
Lewis, Wilma.....KAVL, Lancaster
Linder, Dottie.....KAFP, Petaluma
Martin, Jean.....KEEN, San Jose
Martin, Josephine.....KFRC, San Francisco
Martin, Monica, "Matinee With Monica" KTIP, Porterville
McAdoo, Mary.....KECA-TV, Hollywood
Mitchell, Evelyn.....KVEC, San Luis Obispo
Montgomery Lynn, Carol.....KXOB, Stockton
Paige, Frances.....KCRA, Sacramento
Potter, Penny.....KCOK, Tulare
Putnam, Helen.....KSRO, Santa Rosa
Read, Nancy.....KCBQ, San Diego
Rogers, Marjorie.....KOCS, Ontario
Ryan, Ric.....KUBA, Yuba City
Schramm, Violet.....KFVD, Los Angeles
Sharpe, Marjorie.....KITC, San Bernardino
Stewart, Dru.....KUKI, Ukiah
Stuart, Mary Lou.....KISM, Eureka
Truax, Ann.....KLX, Oakland
Walker, Martha.....KVON, Napa
Walker, Peggy.....KDB, Santa Barbara
Waltz, W. Gwen.....KSUE, Susanville
Wiley, Elizabeth.....KSRO, Santa Rosa
Young, Norma.....KSJ, Los Angeles

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Colorado

Brookshire, Gloria.....KRDO, Colorado Springs
Collierr, Laura.....KUBC, Montrose
Elkins, Mildred.....KGHF, Pueblo
Ellen, Kaytee.....KTLN, Denver
Hammer, Muriel.....KEXO, Grand Junction
Kretschman, Lorraine.....KUBC, Montrose
Lee, June.....KFXJ, Grand Junction
Martin, Kay.....KFEL, Denver
Mosier, Sue.....KFKA, Greeley
McCluny, Isabelle.....KVOR, Colorado Springs
McGavern, Marge.....KBOL, Boulder
Shepherd, H. D.....KBNZ, La Junta
Thomas, Peg.....KFXJ, Grand Junction

•

Connecticut

Berry, Diane.....WLAD, Danbury
Colbert, Jean.....WTIC, Hartford
Easton, Sally.....WBIS, Bristol
Harding, Joan.....WNLK, Norwalk
Hayes, May Bradshaw.....WICC, Bridgeport
Hurlburt, Miriam C.....WATR, Waterbury
Kimball, Elizabeth.....WHAY, New Britain
King, Una.....WTHT, Hartford
Komole, Elenor.....WLAD, Danbury
Ludlam, Lillian.....WLCR, Terrington
Malgren, Loys.....WNHC-TV, New Haven
Morris, Helen.....WONS, Hartford
Pattee, Betty.....WKNB, New Britain
Porter, Jeanne.....WELI, New Haven
Purrington, Anna K.....WICH, Norwich
Robbins, Joanne.....WAVZ, New Haven
Rothwell, Alice.....WDRC, Hartford
Stephenson, Roz.....WNHC-TV, New Haven
Talcott, Priscilla.....WBRY, Waterbury
Young, Ruth.....WKNB, New Britain

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Delaware

Ames, Toni.....WTUX, Wilmington
Carroll, Mildred.....WDOV, Dover
Price, Marjorie.....WILM, Wilmington
Sideroff, Joan.....WAMS, Wilmington

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Dist. of Col.

Banks, Dolly.....WINX, Washington
Blair, Anne.....WGMS, Washington
Chisholm, Frances.....WGMS, Washington
Crane, Ruth.....WMAL-TV, Washington
Lee, Elinor.....WTOP, WTOP-TV, Washington
Osgood, Nancy.....WRC, Washington
Osgood, Nancy.....WNBW, Washington
Rundvold, Inga.....WNBW, Washington

Florida

Bancroft, Barbara.....WMMB, Melbourne
Binns, Barbara.....WVCG, Coral Gables
Butler, Jane.....WGBS, Miami
Byron, Eva.....WALT, Tampa
Carlson, Aino.....WEAT, Lake Worth
Daly, Anne.....WPDQ, Jacksonville
Davis, Jean.....WNDB, Daytona Beach
Harrold, Deen.....WRHC, Jacksonville
Hoskins, Phyllis.....WMMB, Melbourne
King, Joanne.....WSPB, Sarasota
Lawbaugh, Vera (Mrs.).....WEAR, Pensacola
Mason, Mary.....WJVB, Jacksonville Beach
McNeely, Beth.....WTSP, St. Petersburg
Mead, Dottie.....WSPB, Sarasota
Moody, Emily Winston.....WFLA, Tampa
O'Day, Billie.....WIOD, Miami
Pace, Betty.....WIUY, Jacksonville
Porter, Clarine.....WCOA, Pensacola
Protsman, Faith M.....WNER, Live Oak
Roen, Marcia.....WORZ, Orlando
Ruth, Helen "Holiday House".....WTVJ, Miami
Silver, Marjorie B.....WIRA, Ft. Pierce
Smith, Nell.....WMBR-TV, Jacksonville
Sith, Ruth.....WHOO, Orlando
Smith, Wennie.....WCOA, Pensacola
Tison, June.....WALT, Tampa
Webster, Bernadine.....WIRK, W. Palm Beach
Withee, Alice.....WJHP, Jacksonville

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Georgia

Alfred, Kitty.....WRGA, Rome
Candler, Barbara.....WQXI, Atlanta
Daniel, Nell.....WBGR, Jesup
Daugherty, Vivian.....WGBA, Columbus
Davis, Etheldra.....WLET, Toccoa
Davis, Mary Wilder.....WTOC, Savannah
Dickens, Dean.....WGST, Atlanta
Farmer, Helen.....WRBL, Columbus
Fields, Geraldine.....WAYX, Waycross
Flournoy, Rose.....WRBL, Columbus
Handley, Gertrude.....WDAK, Columbus
Harris, Dottie.....WSAV, Savannah
Harris, Ruth.....WATL, Atlanta
Harvey, Helen.....WCOL, Columbus
Hatcher, Betty.....WLET, Toccoa
Hayward, Joyce.....WTWA, Thomson
Kent, Ruth.....WSB-TV, Atlanta
Krable, Shirley.....WQXI, Atlanta
Lewis, Kay.....WBHB, Fitzgerald
Martin, Kitty.....WAYX, Waycross
Martin, Mary Anne.....WRFC, Athens
Marshall, Sue.....WDEC, Americus
Rose, Julia.....WATL, Atlanta
Towles, Nadawah.....WWGS, Tifton
Wood, Ellaine.....WBML, Macon

•

Idaho

Adamson, Norma.....KWIK, Pocatello
Asper, Myrtle.....KID, Idaho Falls
Bauer, Ione.....KSPT, Sandpoint
Bean, Mildred.....KLIX, Twin Falls
Cantrell, Jane.....KWAL, Wallace
Grayson, June.....KVNI, Coeur D'Alene
Haselmire, Carma.....KLIX, Twin Falls
Kimball, Ann.....KDSH, Boise
Lowry, Betty Jean.....KGEM, Boise
MacBride, Doris.....KSEI, Pocatello
McAllister, Ruth.....KRPL, Moscow
Rossmiller, Marie.....KSPT, Sandpoint
Tussing, Ann.....KRLC, Lewiston

•

Illinois

Anderson, Carol.....WBYS, Canton
Atterbury, Barbara.....WROY, Carmi
Best, La Verne.....WTAX, Springfield
Bruemmer, Mary.....WCVS, Springfield
Colwell, Virginia.....WLDS, Jacksonville
CONNERS, DORSEY.....WNBQ, Chicago
Crane, Martha.....WLS, Chicago
Davis, Zona B.....WCRA, Effingham

Dean, Martha.....WJJD, Chicago
Dilley, Mary.....WCVS, Springfield
Engle, Lura.....WLPO, La Salle
Gale, Virginia.....WGN, Chicago
Gayle, Pat.....WWXL, Peoria
Gordon, Mimi.....WPRC, Lincoln
Hanley, Lorraine.....WROK, Rockford
Hansen, Edith.....WMAY, Springfield
Harper, Mary E.....WEBQ, Harrisburg
Harvey, Mary.....WGEM, Quincy
Hart, Elizabeth.....WMAQ, Chicago
Herrick, Lee.....WSIV, Pekin
Karney, Beulah.....WENR, WENR-TV, Chicago
Knight, Phyllis.....WHOW, Clinton
Knight, Phyllis.....WLBH, Mattoon
Lamb, Lois.....WSDR, Sterling
Luedeke, Florence.....WMBD, Peoria
Maddox, Mari-Lou.....WROY, Carmi
Merryfield, Mary.....WMAQ, Chicago
Merryfield, Mary.....WNBQ, Chicago
Middleton, Kay: Chicago Cooks With
Kay Middleton.....WGN-TV, Chicago
Moro, Barbara.....WENR-TV, Chicago
Murphy, Louise.....WQUA, Moline
Norman, Nancy.....WDZ, Decatur
Oberto, Betty.....WLPO, La Salle
Pope, Francois.....WBKB, Chicago
Rushing, Val.....WMOK, Metropolis
Sams, Effie L.....WIRL, Peoria
Schuch, Marjorie.....WCRA, Effingham
Scott, Pat.....WHBF, WHBF-TV, Rock Island
Sexton, Marion.....WTAD, Quincy
Smith, Evelyn.....WSMI, Litchfield
Stewart, Virginia.....WOKZ, Alton
Talley, Elba.....WVMC, Mt. Carmel
Wetzler, Josephine.....WLS, Chicago
Zarley, Lois.....WJOL, Joliet
Zimmerman, Kathleen.....WOKZ, Alton

•

Indiana

Bartlett, Susan.....WTTV, Bloomington
Beckman, Joan.....WWCA, Gary
Bleck, Ruth.....WIMS, Michigan City
Boles, Martha Jane.....WTRC, Elkhart
Buchanan, Frances.....WIMS, Michigan City
Campbell, Wanda.....WBOW, Terre Haute
Carr, Paula.....WIRE, Indianapolis
Daniels, Catherine.....WISH, Indianapolis
Eward, Fran.....WKBV, Richmond
Finn, Michael.....WEOA, Evansville
Fuller, Lenore.....WBAT, Marion
Ginn, Ann.....WSAL, Logansport
Glancy, Shirley.....WIMS, Michigan City
Gohmann, Margaret.....WLRP, New Albany
Griffin, Catherine.....WJVA, South Bend
Heitger, Abbie.....WBIW, Bedford
Kelley, Grace.....WBAT, Marion
Kern, Geneta.....WKBV, Richmond
Maves, Dorothy.....WCSI, Columbus
Miller, Mary Liz.....WKBV, Richmond
Minnick, Frances.....WBIW, Bedford
Moore, Eleanor.....WSBT, South Bend
Ottersen, Louise.....WJVA, South Bend
Riley, Sue.....WHOT, South Bend
Shaw, Julie.....WGBF, Evansville
Wagner, Ann.....WFBM, Indianapolis
Weston, Jane.....WOWO, Ft. Wayne

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Iowa

Brady, Betty.....WHO, Des Moines
Burns, Roberta.....KBOE, Oskaloosa
Carlson, Beverly.....KVFD, Fort Dodge
Connell, Kay.....KCOM, Sioux City
Cook, Laetitia.....KXGI, Fort Madison
Dowd, Barbara.....KOKX, Keokuk
DuMond, Irene.....KXEL, Waterloo
Fisher, Alice E.....KBIZ, Ottumwa
Frank, Norida.....WOC-TV, Davenport
Given, Marge.....KWWL, Waterloo
Hansen, Edith.....KGLO, Mason City
Hubbard, Betty.....KWBG, Boone
Johnson, Owen.....KROS, Clinton
Leidendeker, Maxine.....KBIZ, Ottumwa
Marshall, Mary Louise.....WOC, Davenport
McFarland, Dorothy.....KCHA, Charles City
Montz, Wanda.....KWCR, Cedar Rapids
Murphy, Doris.....KMA, Shenandoah
Newkirk, Grace Lee.....KOEL, Oelwein
Rankin, Mary.....KVFD, Fort Dodge
Reid, Sue.....KCRG, Cedar Rapids
Roberts, Helen.....WMT, Cedar Rapids
Rochow, Gerri.....KOKX, Keokuk
Sr. Mary St. Clara, B.V.M.....WKBB, Dubuque
Shoemaker, Adella.....KMA, Shenandoah
Shorten, Martha.....KDTH, Dubuque
Shumate, Mae Floyd.....KSO, Des Moines
Smith, Iva.....KSWI, Council Bluffs
Stamp, Nona.....KROS, Clinton
Trowbridge, Betty.....KJFJ, Webster City
Volger, Thelma.....KWPC, Muscatine
Watts, Jack.....KAYL, Storm Lake
Wells, Betty.....KIOA, Des Moines

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Kansas

Brook, Mary.....KOFO, Ottawa
Brooks, Julie.....WREN, Topeka
Cade, Mrs. Mirium.....KTSW, Emporia
Clark, Helen.....KXXX, Colby
Elliott, Frances.....KGNO, Dodge City
Fillingham, Joan.....KANS, Wichita
Friday, Ann.....KMAN, Manhattan
Johnston, Frances.....KCLO, Leavenworth
King, Ethel Jane.....KFH, Wichita
MacDonald, Marie.....KFBI, Wichita
McNutt, Lona.....KTSW, Emporia
Seymour, Marilyn.....KSEK, Pittsburg

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Kentucky

Adcock, Sue.....WKCT, Bowling Green
Allen, Betty.....WCMI, Ashland
Barthell, Lois.....WHLN, Harlan
Eilerman, Carmen.....WZIP, Covington
Ethridge, Mary Snow.....WHAS-TV, Louisville
Gifford, Marian.....WHAS-TV, Louisville
Green, Halene.....WMIK, Middleboro
Haan, Ruth.....WMTC, Vancleve
Hubert, Ann.....WAVE, WAVE-TV, Louisville
Jackson, Audrey.....WKCT, Bowling Green
Kelley, Marian.....WKLO, Louisville
Kelley, Marian.....WGRC, Louisville
Lowe, Kay.....WKLO, Louisville
Marshall, Shirley.....WAVE-TV, Louisville
Martin, Rosemary.....WNOP, Newport
Mauney, Ruth.....WCTT, Corbin
Maxwell, Better.....WLAP, Lexington
McCormick, Dorothy.....WSON, Henderson
Miller, Elwanda.....WICO, Campbellsville
Paxton, Pat.....WKYB, Paducah
Person, Violet.....WMTC, Vancleve
Potter, Cliffordean.....WOMI, Owensboro
Stahl, Evelyn.....WPAD, Paducah
Walker, Donna.....WKAY, Glasgow
Weiller, Louise.....WINN, Louisville
Wood, Dorothy.....WFTM, Maysville
Woods, Carolyn.....WNGO, Mayfield

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Louisiana

Breese, Beth.....KNOE, Monroe
Cain, Judy.....KTBS, Shreveport
Fischer, Phyllis.....KALB, Alexandria
Lane, Laura.....WMRY, New Orleans
Lelong, Lise.....WJMR, New Orleans
Polizzotto, Flo.....WAFB, Baton Rouge
Prados, Mrs. James.....KSLO, Monroe
Smith, Joyce....WDSU, WDSU-TV, New Orleans
Theaux, Mrs. R.....KVOL, Lafayette
Todd, Miss Jackie.....KJEF, Jennings

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Maine

Clements, Laurel.....WLBZ, Bangor
Deane, Beth.....WGUY, Bangor
Drivas, Chris.....WIDE, Biddeford

Faulkner, Mary.....WRDO, Augusta
Gibbs, Agnes.....WCSH, Portland
Hanks, Margaret.....WABM, Houlton
Hanks, Margaret.....WAGM, Presque Isle
Maine Agricultural Ext. Service...WABI, Bangor
O'Connell, Nancy.....WLAM, Lewiston
Rice, Catherine.....WFAU, Augusta
Staples, Marguerite.....WTVL, Waterville
Wadman, Dorothy.....WGAN, Portland
Wiswell, Jeanne.....WABM, Houlton

Maryland

Brooks, Helen.....WFBR, Baltimore
Chase, Penny.....WAAM, Baltimore
Davis, Helen C.....WCUM, Cumberland
Kent, Susan.....WFBR, Baltimore
Landis, Mary.....WBAL-TV, Baltimore
Lou, Anita.....WASA, Havre De Grace
Martin, Mollie.....WBAL, WBAL-TV, Baltimore
McCall, Bettie.....WCAO, Baltimore
Rosenbaum, M. Virginia.....WTBO, Cumberland
White, Frances.....WUST, Bethesda
Whitecraft, Marie.....WJEJ, Hagerstown

Massachusetts

Bailey, Mildred.....WCOP, Boston
Barton, Betty.....WNBH, New Bedford
Brown, Mae.....WMAS, Springfield
Cartwright, Christine.....WCCM, Lawrence
Chase, Julie.....WTAG, Worcester
Connelly, Jeanne.....WNEB, Worcester
Elwell, Jeva.....WLYN, Lynn
Evans, Christine.....WHDH, Boston
Flanders, Lyda.....WTAG, Worcester
Fuller, Dorothy Harding.WBET, AM-FM, Brockton
Giza, Wanda M.....WARE, Ware
Hall, Harriet.....WBSM, New Bedford
Hetu, Ruth.....WLYN, Lynn
Higginson, Rebekah.....WMEX, Boston
Hope, Helen.....WHYN, Holyoke
Johnson, Joyce.....WOCB, W. Yarmouth
King, Dorothea.....WSPR, Springfield
Kneeland, Eileen.....WHAV, Haverhill
Marsh, Jan.....WCRB, Waltham
Mason, Ruth.....WREB, Holyoke
McKittrick, Dorothy.....WEIM, Fitchburg
Minahan, Anne D.....WLAW, Boston-Lawrence
Ostberg, Shirley.....WFGM, Fitchburg
Prestes, Merlyn.....WFGM, Fitchburg
Rezas, Virginia.....WJKO, Springfield
Robinson, Blanche.....WOCB, W. Yarmouth
Seymour, Freddie.....WBET, AM-FM, Brockton
Sherman, Jo.....WARA, Attleboro
Taylor, Betty.....WARA, Attleboro
Tinder, Olive Emslen.....WHEE, Boston
Victor, Evelyn.....WTAO, Cambridge
Wolfe, Madelaine.....WEIM, Fitchburg

Michigan

Anderson, Beth.....WMDN, Midland
Beagle, Maude Stewart.....WBBC, Flint
Carroll, Jo.....WBCM, Bay City
Clayton, "Aunt Ida".....WSAM, Saginaw
Dimpel, Gertrude.....WCEN, Mt. Pleasant
Franke, Dorothy.....WLAV, Grand Rapids
Gezon, Marie.....WFUR, Grand Rapids
Hepburn, Helen.....WMUS, Muskegon
Hill, Jean.....WHTC, Holland
Holmgren, Lois R.....WJPD, Ishpeming
Hull, FF.....WKLA, Ludington
Isaac, Rose.....WJMS, Ironwood
Kay, Mary.....WSGW, Saginaw
Keller, Connie.....WCBK, Battle Creek
Klann, Marie.....WHAK, Rogers City
Labbitt, Myrtle.....CKLW, Detroit
Lee, Gretchen.....WOOD, Grand Rapids
Marshall, Jane.....WTTH, Port Huron
McComb, Patricia.....WSAM, Saginaw
McBride, Jean.....WWJ, WWJ-TV, Detroit
Melrose, Edythe Fern..WXYZ, WXYZ-TV, Detroit
Million, Peg.....WHFB, Benton Harbor
Mischke, Virginia.....WHFB, Benton Harbor
Morgan, Mary.....CKLW, Detroit
Orth, Dolores.....WTVB, Coldwater
Tuttle, Lee.....WILS, Lansing
Van Haver, Betty.....WKNK, Muskegon
Vaughan, Kay.....WCEN, Mt. Pleasant

Minnesota

Aldrich, Darragh.....WCCO, Minneapolis
Barzen, Katherine.....KTRF, Thief River Falls
Bayne, Barbara.....WLOL, Minneapolis
Begich, Celia.....WEVE, Eveleth
Brown, Liz.....KDAL, Duluth
Butler, Gwenyth.....KBUN, Bemidji
Dane, Dudley.....KFAM, St. Cloud
Frydenlund, Mera Ballis.....KDHL, Faribault
Keefe, Vera.....KLER, Rochester
Knudson, Muriel.....KROC, Rochester
Krantz, Pat.....KLIZ, Brainerd
Jo, Peggy.....KGDE, Fergus Falls
McBride, Alys Mae.....WHLB, Virginia
McCrady, Marjorie Ellis....KSTP, Minneapolis-St. Paul
McCrudden, Marilyn.....WSHB, Stillwater
Miller, Mary.....KROC, Rochester
Pederson, Maurine.....KTOE, Mankato
Richie, Rhona.....WAAA, Red Wing
Stewart, Becky Ann.....WPBC, Minneapolis
Webb, A.....KSUM, Fairmont
Windon, Jane.....KNUJ, New Ulm

Mississippi

Allen, Nancy.....WLAU, Laurel
Boyles, Letitia R.....WGVM, Greenville
Cumberworth, Elva.....WHSY, Hattiesburg
Jackson, Judy.....WJXN, Jackson
Lee, Margery.....WRBC, Jackson
McCorkle, Toni.....WLOX, Biloxi
Sugg, Helen.....WROX, Clarksdale

Missouri

Baldwin, Battie.....KMMO, Marshall
Callahan, Wanda.....KTTR, Rolla
DeVaney, Maxine.....WMBH, Joplin
Ellis, Caroline.....KFRM, Kansas City
Ellis, Caroline.....KMBC, Kansas City
Faye, Dorothy.....WDAF, Kansas City
Goode, Nancy.....KFRM, Kansas City
Goode, Nancy.....KMBC, Kansas City
Graham, Dorothy.....KFEQ, St. Joseph
Hayes, Anne.....KCMO, Kansas City
Henry, Dorothy.....KNEM, Nevada
Hunt, Jean.....KRES, St. Joseph
Jacobs, Louise.....KIMO, Carthage
Jones, Lee.....KIRX, Kirksville
Lynn, Kathryn.....KFAL, Fulton
Martin, Lee.....KSIM, Sikeston
Mason, Shirley.....KFRU, Columbia
Sands, Fern.....KWRE, Warrenton
Seiler, Faye.....KFSB, Joplin
Sharpe, Barbara.....KBOA, Kennett
Spalding, Martha.....WDAF, Kansas City
Teed, Edna.....KHMO, Hannibal

Montana

Day, Erin.....KGVO, Missoula
Fitzwater, Jean.....KGEZ, Kalispell
Graybill, Shirlee.....KMON, Great Falls
Hines, Kay.....KBMY, Billings
Halvorson, Fay.....KGCX, Sidney
Mansur, Charlotte C.....KXGN, Glendive
McCartney, Maida.....KOJM, Havre
Miller, Phyl.....KGVO, Missoula
Ryan, Helen.....KANA, Anaconda
Saunders, Mary B.....KRJF, Miles City
Snyder, Gerry.....KBMN, Bozeman
Thompson, Hazel.....KRJF, Miles City

Nebraska

Allison, Mayme.....KBOM, Omaha
Bohlsen, Martha.....WOW, WOW-TV, Omaha
Burbank, Vaunie.....KODY, North Platte
Clarke, Helen.....KMMJ, Grand Island
Crook, Marian.....KOWH, Omaha
Jabenis, Elaine.....WOW, Omaha
Lambert, Verona.....KMTV, Omaha
Mekuda, Lydia.....KFOR, Lincoln
Moore, Mary.....WJAG, Norfolk
Perry, Jimmy.....KMMJ, Grand Island
Sanderson, Elsie Neely.....KOLN, Lincoln
Shay, Hester A.....KCOW, Alliance
West, Belle.....KOIL, Omaha
Wing, Jerry.....KODY, North Platte

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Nevada

Allen, Judie.....KLAS, Las Vegas
Gordon, Anilee.....KLAS, Las Vegas
Masini, Tosca.....KWRN, Reno
Smith, Roz.....KOLO, Reno

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New Hampshire

Anderson, Myrtle.....WMOU, Berlin
Ayer, Esther.....WMUR, Manchester
Casseboom, Adeline.....WFEA, Manchester
Dumont, Phyllis.....WHEB, Portsmouth
Mallory, Martha.....WWNH, Rochester
Redington, Ruth.....WKNE, Keene
Tovey, Vera.....WKXL, Concord
Walker, Lillian.....WLNH, Laconia

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New Jersey

Curtis, Peggy.....WJLK, Asbury Park
Freeland, Mildred.....WMID, Atlantic City
Hartman, Hazel.....WFPG, Atlantic City
Page, Pat.....WTTM, Trenton
Powers, Louise.....WNJR, Newark

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New Mexico

Ackroyd, Lorraine.....KGFL, Roswell
Bush, Ricci.....KVER, Albuquerque
Eager, Barbara.....KOB-TV, Albuquerque
Erickson, Jule.....KVER, Albuquerque
Goodman, Juanita.....KICA, Clovis
McCaleb, Mildred.....KLMX, Clayton
Seymour, Catherine.....KRSN, Los Alamos
Shaw, Merilyn.....KALG, Alamogordo

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New York

Adams, Susan.....WABD, WABD-TV, New York
Anstaett, Anne.....WHDL, Olean
Arch, Shirley.....WHLD, Niagara Falls
Baldi, Diana.....WOV, New York
Bartlett, Edna.....WELM, Elmira
Bennett, Iva, Mrs.....WNYC, New York
Bergin, P.....WVOS, Liberty
Brady, Toni.....WABY, Albany
Brooks, Martha.....WGY, Schenectady
Burbank, Sara.....WNBF, Binghamton
Burke, Lucy (Pennywise).....WBTA, Batavia
Caffrey, Julann.....WABD, New York
Corson, Carolyn.....WUSJ, Lockport
Craig, Nancy, "Woman of Tomorrow"
Nancy Craig Show.....ABC, WJZ-TV
Crocker, Betty, "Betty Crocker Magazine of the Air," ABC; Betty Crocker Star Matinee.....WJZ-TV
Deane, Martha.....WOR, New York
DeBoth, Jessie, "Jessie DeBoth TV Notebook" WJZ-TV
Dettinger, Alma.....WQXR, New York
Douglas, Harriet.....WOSC, Fulton
Dreyer, Ruth-Ann.....WKIP, Poughkeepsie
Drooze, Elaine.....WROW, Albany
Erickson, Catherine L.....WJOC, Jamestown
Frederick, Pauline, "Pauline Frederick Show" ABC
Gale, Marian.....WWHG, Hornell
Gannon, Frances F., Mrs.....WNYC, New York
Goren, Channah Spector.....WEVD, New York
Halpin, Josephine.....WINS, New York
Harris, Barbara.....WNBF-TV, Binghamton
Harvey, Mary.....WKTV, Utica
Mrs. Horne.....WKIP, Poughkeepsie
Huffman, Glenda.....WEAV, Plattsburg
Humphreys, Mary Lou.....WHRN, Syracuse
Inman, Anne.....WRUN, Utica
Jackson, Beatrice.....WEAV, Pattsburgh
James, Ruth Ellington.....WLIB, New York
Johnson, Maggie....WABD, WABD-TV, New York
Keane, Helen Faith.....DuMont
Kenyon, Adele.....WLNA, Peekskill
Kilgallen, Dorothy.....WOR, New York
Kirk, Penny.....WENT, Gloversville
Kraus, Betty.....WIRY, Plattsburg
Lucas, Dionne, "Dionne Lucas Show" WJZ-TV, New York
MacGregor, Joan.....WCSS, Amsterdam
McBride, Mary Margaret.....ABC
McCann, Dora & Alfred, Jr.....WOR, New York
McCarthy, Josephine.....WNBT, New York
McConnell, Jessie.....WHLD, Niagara Falls
McKeever, Mary.....WHAZ, Troy
Meredith, Georgia.....WRGB, Schenectady
Morse, Margaret.....WSNY, Schenectady
Neville, Helen.....WKBW, Buffalo
Norris, Kathi.....WABD, WNBT, New York
O'Connor, Ruth E.....WFCB, Dunkirk
Parky, Betty.....WXKW, Albany
Parr, Dorothy.....WWNY, Watertown
Peepless, Trudy.....WWOL, Buffalo
Reichardt, Jeannette.....WPIX, New York
Robinson, Dottie Baker.....WENE, Binghamton-Endicott
Rogers, Ann.....WHAM-TV, Rochester
Roosevelt, Mrs. F. D.....WNBC, New York
Ross, Bonnie.....WRGB, Schenectady
Rowe, Ruth.....WOR-TV, New York
Samuelson, Connie.....WJTN, Jamestown
Schneider, Joan.....WFAS, White Plains
Scott, Betty.....WARC, Rochester
Scully, Frances, "Frances Scully Show"....ABC
Sellers, Anna.....WLEA, Hornell
Shanks, Dorothy.....WEBR, Buffalo
Sherwood, Lorraine.....WOR, New York
Slade, Jean.....WHRN, Syracuse
Smart, Sally.....WOR-TV, New York
Starkweather, Joan.....WHAM, Rochester
Sternberger, Estelle M.....WLIB, New York
Swanson, Gloria.....WOR, New York
Thorsen, Ethel.....WABD, New York
Titchener, Dorothy..WENE, Binghamton-Endicott
Wage, Gretchen.....WAGE, Syracuse
Walling, Esther.....WDOS, Oneonta
Walsh, Ada Woodworth.....WRGB, Schenectady
Welles, Barbara.....WOR, WOR-TV, New York
Winchell, Eileen.....WKRT, Cortland
Work, Sally.....WBEN, Buffalo

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North Carolina

Barclay, Fran.....WJNC, Jacksonville
Beamer, Mildred.....WATA, Boone
Bouer, Georgia.....WHIP, New Bern
Bowers, Floye.....WISE, Asheville
Callahan, Ellen.....WWNC, Asheville
Campbell, Lanthe.....WHKY, Hickory
Carroll, Leslie.....WSSB, Durham
Covert, Effie.....WWGP, Sanford
Crihfield, Virginia.....WFMY-TV, Greensboro
Daye, Sunny.....WLOS, Asheville
Faulk, Polly.....WCKB, Dunn
Gibson, Avery.....WTOB, Winston-Salem
Green, Patty.....WSOC, Charlotte
Hartle, Polly.....WAIR, Winston-Salem
Hunt, Connie.....WGAI, Elizabeth City
Jackson, Lillie.....WHED, Washington
Jarman, Frances.....WDNC, Durham
Kopriver, Terry.....WWGP, Sanford
Lewallen, Dorothy.....WGWR, Asheboro
Martin, Ann.....WKBC, N. Wilkesboro
McIntyre, Susie, "Carolina Cookery" WBTV, Charlotte

Ortell, Doris.....WSSB, Durham
Parham, Virginia.....WHNC, Henderson
Patton, Madelyn.....WMNC, Morganton
Pressly, Harriet.....WPTF, Raleigh
Rickard, Doris.....WBBB, Burlington
Sabine, Anne.....WHKP, Hendersonville
Sisk, Sandra.....WCOG, Greensboro
Smith, Margaret A.....WIRC, Hickory
Station, Margie.....WCEC, Rocky Mount
Stoker, Carroll.....WFMY-TV, Greensboro
Stone, Helen.....WSTP, Salisbury
Tucker, Bunny.....WCEC, Rocky Mount
Wooten, Nicky.....WWGP, Sanford

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North Dakota

Anderson, Helen.....KDIX, Dickinson
Graham, Marguerite.....KDIX, Dickinson
Hadley, Cis.....KCJB, Minot
Jenson, Peg.....KILO, Grand Forks
Korbel, Winifred.....KBMW, Wahpeton
Kounovsky, Rosella.....KLPM, Minot
Mertens, Mary.....KFGO, Fargo

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Ohio

Alexander, Marion.....WADC, Akron
Allen, Audrey.....WKRC, Cincinnati
Baird, Virginia.....WJER, Dover
Baker, Barbara.....WTOD, Toledo
Bateman, June.....WLIO, East Liverpool
Brown, Gloria.....WNBK, Cleveland
Butler, Betty.....WKRC-TV, Cincinnati
Byrne, Maggi.....WNBK, Cleveland
Carroll, Elaine.....WKBN, Youngstown
Coates, Vivian.....WATH, Athens
Coon, Dorothy.....WTOL, Toledo
Donges, Cathleen.....WATG, Ashland
Dunn, Jo.....WTRF, Bellaire
Erskine, Ernie.....WCUE, Akron
Fletcher, Marian.....WLOK, Lima
Foster, Fran.....WHKK, Akron
Funnell, Mildred.....WNBK, Cleveland
Gayle, Isleta.....WCKY, Cincinnati
Graham, Lucile.....WNXT, Portsmouth
Hanson, Eleanor.....WHK, Cleveland
Hanzel, Betty.....WBBW, Youngstown
Hart, Joan.....WICA, Ashtabula
Hauserman, Elaine.....WMAN, Mansfield
Horstman, Betty Ann.....WING, Dayton
Hunter, Sarah Harding.....WDOK, Cleveland
Hutchins, Minabell Abbot.....WPTW, Piqua
Lake, Nancy.....WLEC, Sandusky
Latham, Iris.....WTNS, Coshocton
Magno, Nina.....WADC, Akron
Mariner, Marjorie.....WFMJ, Youngstown
Marshall, Honey.....WAKR, Akron
Mullin, Esther.....WGAR, Cleveland
Nelson, Nancy.....WFIN, Findlay
Pfeiffer, Mary Lou.....WRFD, Worthington
Phair, Jean.....WBNS-TV, Columbus
Sharp, Fern.....WBNS, WBNS-TV, Columbus
Sherrill, Judy.....WDOK, Cleveland
Sherwood, Peg.....WSAI, Cincinnati
Soule, Millie.....WMOH, Hamilton
Steehow, Judy.....WJER, Dover
Stevens, Jane.....WJW, Cleveland
Straker, Easter.....WIMA, Lima
Traatman, Lois.....WCPO-TV, Cincinnati
Troutvine, Fern.....WPFB, Middletown
Vernon, Virginia.....WCLT, Newark
Ward, Pat.....WTVN, Columbus
Weintraub, Carolyn.....WCMW, Canton
Weston, Alice.....WXEL, Cleveland
Wise, Penny.....WEOL, Elyria-Lorain
Wood, Ginny, "Animal Fair"....WSPD-TV, Toledo
Wulff, Maggie.....WERE, Cleveland

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Oklahoma

Adams, Carol.....WHBC, Canton
Blauar, Estelle.....KVOO, Tulsa
Douglas, Anita.....KGFF, Shawnee
Fields, Barbara.....KTOW, Oklahoma City
Howard, Nancy.....KMUS, Muskogee
Hughes, Betty.....KWSH, Holdenville
Johnson, Sybil.....WKY-TV, Oklahoma City
McCollough, Mary.....KTJS, Hobart
Oikeman, Elizabeth.....KTUL, Tulsa
Sims, Esther.....WBBZ, Ponca City
Steel, Betty.....KRHD, Duncan
Wheeler, Mary.....KTAT, Frederick
Woods, Zelma Dean.....KADA, Ada

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Oregon

Allen, Margaret.....KSLM, Salem
Arnold, Gere.....KUGN, Eugene
Atwater, Anita.....KERG, Eugene
Bailey, Maude.....KRCO, Prineville
Barkwell, Patsy.....KWRO, Coquille
Carlson, Virginia.....KERG, Eugene
Copenhave, Carley.....KWIL, Albany
Cronin, Marion.....KFJI, Klamath Falls
Daniels, Clara.....KWIN, Ashland
Frederickson, Roxie.....KPOJ, Portland
Irvine, Jane.....KOOS, Coos Bay
Mathews, May.....KRXL, Roseburg
McHugh, Patricia.....KRUL, Corvallis
McShane, Lucille.....KSRV, Ontario
Merritt, Lenore.....KIHR, Hood River
Nidever, Laura.....KASH, Eugene
Ristola, Mary.....KAST, Astoria
Shank, Eleanor.....KOOS, Coos Bay
West, Kay.....KEX, Portland

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Pennsylvania

Abdou, Gloria.....WCAE, Pittsburgh
Altemus, Ilene.....WKBI, St. Marys
Armstrong, Betty.....WBPZ, Lock Haven
Baier, Grace.....WRAK, Williamsport
Ball, Jane Ellen, "News & Views of Women"
WJAS, Pittsburgh
Balmer, Anne.....WESA, Charleroi
Bauman, Marjorie.....WHOL, Allentown
Bendix, Millie.....WNAE, Warren
Berg, Marilyn.....WEDO, McKeesport
Biddle, Mary.....WIP, Philadelphia
Borne, Gladys.....WISR, Butler
Browning, Lillian.....WESB, Bradford
Candy, Jane C.....WNOW, York
Cannon, Dorsey.....WDAD, Indiana
Carson, Lillian.....WPIT, Pittsburgh
Carter, Frances.....WAZL, Hazleton
Chilton, Ruth.....WJMJ, Philadelphia
Clark, Joan.....WLEU, Erie
Cooney, Josaphine.....WFBG, Altoona
Corbett, Jean.....WCAU, Philadelphia
Cramer, Alma.....WARD, Johnstown
Cramer, Marjorie.....WJSW, Altoona
Criss, Verna.....WEEU, Reading
Culkin, Ann.....WSCR, Scranton
Darby, Ruth.....WILK, Wilkes-Barre
Edwards, Ruby.....WHAT, Philadelphia
Forman, Lynn.....WARM, Scranton
Fry, Betty.....WGPA, Bethlehem
Gardiner, Evelyn.....KDKA, Pittsburgh
Gibson, Jane.....KQV, Pittsburgh
Goddard, Betty.....WISR, Butler
Griffith, Marge.....WRTA, Altoona
Haney, Lynn.....WKAP, Allentown
Hanna, Edna K.....WLAN, Lancaster
Heckman, Nan.....WEEU, Reading
Hillard, Ann.....WACB, Kittanning
Huey, Lois M.....WRYO, Rochester
Jones, Lucy Lee.....WEDO, McKeesport
Jones, Mary.....WFIL, Philadelphia
Kerr, Shirley.....WKST, New Castle
Kurtz, Mary Ellen.....WLBR, Lebanon
Lane, Susan.....WFIL-TV, Philadelphia
Lee, Anne.....KYW, Philadelphia
Lloyd, Rhona.....WPWA, Chester
Lilson, Sally.....WWPA, Williamsport
Maxwell, Virginia.....WERC, Erie
McCoy, Rita.....WMRF, Lewistown
McGeehan, Mary Lee.....WAZL, Hazleton
Mickley, Lillian.....WHGB, Harrisburg
Miller, Diane.....WEDO, McKeesport
Mollard, Margaret.....WBUT, Butler

Mossman, Sara.....WLBR, Lebanon
Mulrooney, Margaret M.....WQAN, Scranton
Nelson, Maurine.....WGET, Gettysburg
Nauhas, Bertie.....WHIM, Bloomsburg
Parker, Priscilla.....WHUM, Reading
Parks, Betty.....WSCR, Scranton
Pedlow, Marion.....WPWA, Chester
Rednor, Nan.....WBUD, Morrisville
Sasso, Kay.....WWPA, Williamsport
Scott, Jean.....WBUT, Butler
Scureman, Esther.....WCDL, Carbondale
Shank, Virginia.....WCVI, Connellsville
Sheridan, Mildred.....WMCK, McKeesport
Shortz, Sally.....WBAX, Wilkes-Barre
Slotta, Helen.....WPIC, Sharon
Stewart, Ann.....WNAE, Warren
Stewart, Creighton.....WCAU, Philadelphia
Stuart, Eileen.....WNAR, Norristown
Towne, Peggy.....WFIL-TV, Philadelphia
Trambley, Mary.....WKBI, St. Marys
Trobe, Gertrude B.....WBVP, Beaver Falls
Webster, Gladys.....WCAU, Philadelphia
Welles, Ruth.....KYW, Philadelphia

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Rhode Island

Brazeau, Henrietta.....WPAW, Pawtucket
Ericson, Bette.....WRJM, Newport
Gunning, Betty.....WJAR, Providence
Jackson, Alice.....WJAR-TV, Providence
Mitchell, Courtney.....WDEM, Providence
Sweeney, Marion Lane.....WJAR-TV, Providence
Wallace, Carolyn.....WEAN, Providence

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South Carolina

Adams, Julia D.....WGCD, Chester
Allen, Barbara.....WCOS, Columbia
Battle, Lisa.....WTMA, Charleston
Baxter, Betty.....WLBG, Laurens
Bolton, Virginia.....WUSN, Charleston
Coggins, Marcia.....WKDK, Newberry
Collins, Kay.....WIS, Columbia
Dale, Betty.....WMRA, Myrtle Beach
Dalton, Jane.....WSPA, Spartansburg
Hunt, Audrey.....WMRC, Greenville
Kelsey, Maude Q.....WGCD, Chester
Lang, Louise, Miss.....WIS, Columbia
Rhett, Alicia.....WTMA, Charleston
Wright, Paula J.....WANS, Anderson

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South Dakota

Baxter, Bee.....KSOO, Sioux Falls
Gamble, Gail, "Gail Gamble"...KOTA, Rapid City
Holgate, Helen.....KSDN, Aberdeen
Horten, Marie.....KELO, Sioux Falls
McCollum, Audrey.....KWAT, Watertown
Speece, Wynn.....WNAX, Yankton

•

Tennessee

Atterbury, Doris.....WTJS, Jackson
Bradley, Junita.....WOPI, Bristol
Conrad, Chris.....WAGC, Chattanooga
Gowan, Lerlyne V.....WDIX, Jackson
Gullickson, Flo.....WDOD, Chattanooga
Hilliard, Shirley.....WDSG, Dyersburg
Lineberry, Betty.....WKSR, Pulaski
Manning, Mary.....WLAC, Nashville
Parker, Helen.....WHBQ, Memphis
Raymon, Pat.....WHHM, Memphis
Ritchie, Ruth.....WBEJ, Elizabethtown
Smith, Drue.....WDOD, Chattanooga
Smithdeal, Patricia.....WJHL, Johnson City
Southhall, Imogene.....WJZM, Clarksville
Star, Susan.....WHHM, Memphis
Walker, Mary.....WROL, Knoxville
Weston, Judy.....WOPI, Bristol

•

Texas

Adkins, Denise.....KMAE, McKinney
Alden, Ann.....KFJZ, Fort Worth
Andree, Betty.....KWKC, Abilene
Baines, Beverly.....KPDN, Pampa
Becker, Alice Rose.....KMHT, Marshall
Bell, Peggy.....KFYO, Lubbock
Benell, Julie.....WFAA, Dallas
Bergeron, Eleanor.....KREL, Baytown
Brittain, Zaidee.....KTRE, Lufkin
Brown, Josephine.....KWBU, Corpus Christi
Bush, Janet.....KGVL, Greenville
Callagahan, Judy.....KWKC, Abilene
Carter, Charlotte.....KSEL, Lubbock
Carter, Joan.....KEPO, El Paso
Chessher, Faye.....KWED, Seguin
Christopher, Jane.....KPRC.-TV, Houston
Clifford, Peggy.....KPRC-TV, Houston
Crawford, Estelle.....KSET, El Paso
Dee, Yolanda.....KTER, Terrel
Duke, Jerry.....KDDD, Dumas
Enos, Corinne.....KPAC, Port Arthur
Fain, Norma.....KNEL, Brady
Flynt, Mary Ellen.....KSAM, Huntsville
Freedman, Louise.....WRR, Dallas
Galle, Ludy.....KHBB, Hillsboro
Gilbert, Elnora.....KSTV, Stephenville
Graham, Virginia.....KRIS, Corpus Christi
Green, La Fawn.....KRBC, Abilene
Greene, Connie.....KBOR, Brownsville
Gresham, Helen.....KVMC, Colorado City
Grubbs, Viola.....KVMC, Colorado City
Hale, Emma.....KRIG, Odessa
Hammond, Martha.....KVMC, Colorado City
Harris, Frances Kay.....KGBC, Galveston
Harris, Joanne.....KSTA, Coleman
Hawkins, Louise.....KIUN, Pecos
Healy, Mrs. Tim.....KIXL, Dallas
Heflin, Virginia.....KOSA, Odessa
Henderson, Dorothy.....KBST, Big Spring
Houston, Katie.....KTHT, Houston
Johnson, Gerry.....KRLD-TV, Dallas
Krueger, Jackie.....KVET, Austin
Lee, Carol.....KTAN, Sherman
Lemma, Joyce.....KBWD, Brownwood
Lenox, Bonnie.....KGKB, Tyler
Marshman, Mary Margaret...KSFA, Nacogdoches
McDonald, Margaret.WBAP, WBAP-TV, Ft. Worth
McDonald, Mary Beth.....KPRC-TV, Houston
McDonnell, Margaret.....KOSA, Odessa
McLendon, Helen.....WTAW, College Station
Minnich, Rosamay.....KWBU, Corpus Christi
Moon, Virginia.....KTRM, Beaumont
Moss, Elizabeth.....KSEY, Seymour
Munoz, Margarita.....KTXN, Austin
Murphy, C. T.....KELT, Electra
Naden, Eleanor.....WOAI-TV, San Antonio
Newman, Eula Mrs.....KLPT, Paris
Patterson, Wanda.....KBWD, Brownwood
Payne, Rex.....KDET, Center
Pearson, Mary.....KOCA, Kilgore
Pulliam, Billie.....KPDN, Pampa
Pratt, Clara.....KSEL, Lubbock
Rodman, Ernst Dean.....KTXC, Big Spring
Royster, Myrtle.....KTXN, Austin
Russell, Myrtle.....KELT, Electra
Ryder, Virginia Wade.....KRIC, Beaumont
Salas, Irma.....KBKI, Alice
Schnieder, Sie.....KIOX, Bay City
Selleck, Marjory.....KORA, Bryan
Shaw, Monette.....KABC, San Antonio
Smart, Ann O.....KRBC, Abilene
Smith, Jane.....KELP, El Paso
Stanley, Ruby.....KIMP, Mt. Pleasant
Taylor, Joan, Mrs.....KSFA, Nacogdoches
Tharp, Agda.....KVIC, Victoria
Wells, Melba Dean.....KULP, El Campo
Witherspoon, Margaret.....KPAN, Hereford
Wright, Gerry.....KWFT, Wichita Falls

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Utah

Chipman, June.....KOVO, Provo
Higbee, Mona.....KSUB, Cedar City
Masters, Margaret...KSL, KSL-TV, Salt Lake City
Patterson, Mitzi.....KMUR, Murray
Shafer, Betty.....KSL-TV, Salt Lake City
Stewart, Sylvia.....KSVC, Richfield

Vermont

Byrne, Betty.....WSKI, Montpelier
Casey, Wynne.....WJOY, Burlington
Dodd, Virginia.....WDEV, Waterbury
Dow, Marjorie.....WTWN, St. Johnsbury
Neilson, Shirley.....WHWB, Rutland
Walters, April.....WTWN, St. Johnsbury

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Virginia

Alexander, Mildred.....WGH, Newport News
Basnight, Catherine.....WCAV, Norfolk
Basil, Athena.....WCAV, Norfolk
Brown, Barbara.....WINA, Charlottesville
Butler, Peter C.....WJMA, Orange
Crouch, Marion.....WFLO, Farmville
Daffron, Holly.....WRNL, Richmond
Dean, Doris.....WBTM, Danville
Esgate, Leslie.....WRAD, Radford
Friberg, Alice.....WCYB, Bristol
Glenn, Amy Joe.....WSLS, Roanoke
Goodrich, Nancy, Mrs.....WCHV, Charlottesville
Granville, Joan.....WVEC, Hampton
Guren, Dora.....WHAP, Hopewell
Huff, George.....WINA, Charlottesville
Huffman, Helen M.....WAYB, Waynesboro
Layne, Jerry.....WMBG, Richmond
Lindamood, Virginia C.....WSVA, Harrisonburg
Maxey, John, Jr. (Mrs.).....WLVA, Lynchburg
McPherson, Marie.....WEAM, Arlington
Nunnally, Katherine M.....WSSV, Petersburg
Parker, Eleanor.....WBTM, Canville
Penner, Nancy.....WLOW, Norfolk
Roberts, Lyn.....WWOD, Lynchburg
Ross, Martha.....WCVA, Culpeper
Shawhan, Carol.....WBTM, Danville
White, Alice Brewer.....WTAR, Norfolk
Willeford, Milli.....WDVA, Danville

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Washington

Ackerman, Gerry.....KCLX, Colfax
Boling, Edra.....KBRO, Bremerton
Brown, Beverly.....KIMA, Yakima
Corman, Frantzel.....KWLK, Longview
Crosbie, Phil, "Hymn Time—Memory Lane" KHQ, Spokane
Donovan, Bea.....KING-TV, Seattle
Earl, Jean.....KONP, Port Angeles
Edgar, June.....KPKW, Pasco
Hawkins, Nancy.....KXRN, Renton
Hayes, Fern.....KVAN, Vancouver
Hines, Maryal ce.....KIMA, Yakima
Jewel, Adeline.....KGY, Olympia
Johnson, Lois, "Party Line".....KXRO, Aberdeen
Kane, Sharon.....KOL, Seattle
Keaton, Verona.....KBKW, Aberdeen
Keller, Beverly.....KALE, Richland
Kendall, Marge.....KXLE, Ellensburg
Lee, Dorothy.....KPQ, Wenatchee
May, Katherine.....KIT, Yakima
McCloy, Ruth.....KOMO, Seattle
Miller, Norma.....KSEM, Moses Lake
Poynter, Margaret.....KBRC, Mount Vernon
Rodrique, Evelyn.....KBKW, Aberdeen
Scott, Carol.....KWNW, Wenatchee
Sehorn, Mildred.....KPQ, Wenatchee
Smith, Betty.....KYAK, Yakima
Smith, Margaret.....KHQ, Spokane
Spence, Helen, "Tiek of Time".....KXRO, Aberdeen
Sterling, Ann.....KJR, Seattle
Storms, Edna.....KGA, Spokane
Strange, Marlyn.....KONP, Port Angeles
Tipton, Jacqui.....KIT, Yakima
Weeks, Dolores.....KXRN, Renton
Wilson, Kay.....KGA, Spokane
Wise, Katherine.....KOMO, Seattle

•

West Virginia

Birbeck, Joyce.....WEIR, Weirton
Cattell, Mildred.....WEIR, Weirton
Crotty, Nancy.....WLOH, Princeton
Edworthy, Judy.....WGKV, Charleston
Grigal, Helen M.....WCHS, Charleston
Hickman, Evelyn.....WWYO, Pineville
Hutchinson, Elaine.....WJPB, Fairmont
Jackson, Martha, F.....WMMM, Fairmont
Jone, Lois.....WPAR, Parkersburg
Kercheval, Elizabeth.....WSAZ, Huntington
Kesterson, Mercedes.....WCOM, Parkersburg
Kitchen, Betty.....WMON, Montgomery
Martin, Millie.....WEIE, Weirton
McGeary, Ruth.....WPAR, Parkersburg
Negri, Eleanor.....WPDX, Clarksburg
Oliverio, Joan.....WBLK, Clarksburg
Pearson, Rosemary.....WJPB, Fairmont
Phelps, Emma Sue.....WKOY, Bluefield
Ringler, Evelyn.....WHIS, Bluefield
Ruoss, Jane.....WCHS, Charleston
Schumaker, Maida.....WSAZ-TV, Huntington
Shein, Alice.....WBTH, Williamson
Snidow, Betty Jean.....WKNA, Charleston
Strimbeck, Kady.....WAJR, Morgantown
Weiler, Margaret.....WHTN, Huntington
Wolfe, Shirley Spradlin.....WTIP, Charleston
Young, Leslie.....WEIR, Weirton

•

Wisconsin

Anne, Mary Jean.....WATW, Ashland
Casey, Mary.....WKOW, Madison
Cass, Betty.....WIBA, Madison
Chamberlain, Mary Ann.....WJPG, Green Bay
Dugan, Ann.....WBEL, Beloit
Foster, Agnes.....WLDY, Ladysmith
Griem, Breta.....WTMJ-TV, Milwaukee
Hotton, Esther.....WTMJ, Milwaukee
Lane, Barbara.....WISC, Madison
Leslie, Ann.....WISN, Milwaukee
Lue, Clifford.....WLCX, La Crosse
Mensing, Ruthe.....WMAM, Marinette
Mortenson, Luella.....WKOW, Madison
Mower, Margot B.....WFOX, Milwaukee
Mueller, Bernice M.....WBKV, West Bend
Nelson, Irene Buri.....WLIP, Kenosha
Shields, Corinne Kopp.....WLDY, Ladysmith
Speltz, Bernadine.....WFHR, Wisconsin Rapids
Thomsen, Christie.....WBEL, Beloit
Winters, Kay.....WDLB, Marshfield

•

Wyoming

C luson, Hariet.....KOVE, Lander
Green, Lorraine.....KOWB, Laramie
McOnie, Del.....KOVE, Lander
Moore, Vandi.....KOWB, Laramie
O'Brien, Margaret.....KFBC, Cheyenne
Phisterer, Anita.....KRAL, Rawlins

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Alaska

Birggs, Ruth Alice.....KENI, Anchorage
Hargrave, Patricia.....KFRB, Fairbanks
Henning, Genevieve.....KFQD, Anchorage
Jacobson, Dorothy.....KTKN, Ketchikan
Meredith, Muriel.....KIFW, Sitka
Weeks, Norma.....KINY, Juneau

•

Hawaii

Bruggeman, Vern.....KULA, Honolulu
Carson, Maed.....KGMB, Honolulu
Earl, Christmas.....KPOA, Honolulu
Justice, Clare.....KHON, Honolulu
Shellhouse, Carol.....KULA, Honolulu
Suzanna.....KTOH, Lihue, Kauai, Hawaii

•

Puerto Rico

Alvarez, Maria M.....WORA, Mayaguez, P. R.
Clavell, Nellie A.....WPAB, Ponce
Cortes, Isabel.....WIPR, San Juan
Gonzales, Hilda.....WPRP, Ponce
Martinez, Blanc L. de.....WORA, Mayaguez

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Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

DU MONT Television Transmitter Division,

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

RADIO DAILY

PRESENTS

THE 1952 TELEVISION YEAR BOOK

Edited by
JACK ALICOATE

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SEVENTH ANNUAL EDITION

W. J. German, Inc.

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TELEVISION, the modern miracle which combines sight with sound, dramatically surges forward in this Election Year, 1952.

With more than 100 stations, nearly 15 million sets and a viewing audience of around fifty-five million, television is on the threshold of a spectacular era of development as the Federal Communications Commission lifts the TV freeze and provides for station expansion.

Television has come a long way since the beginning of the postwar years in 1946. It has just begun to flex its muscles and the year ahead holds promises of great expansion in stations, audience and program services.

This edition of Television Year Book, fashioned from the progress of the new industry, is testimonial of television's tremendous growth and its importance to the American economy. To those who contributed to this volume we express our gratitude.

Jack Alicoate
Editor-in-Chief

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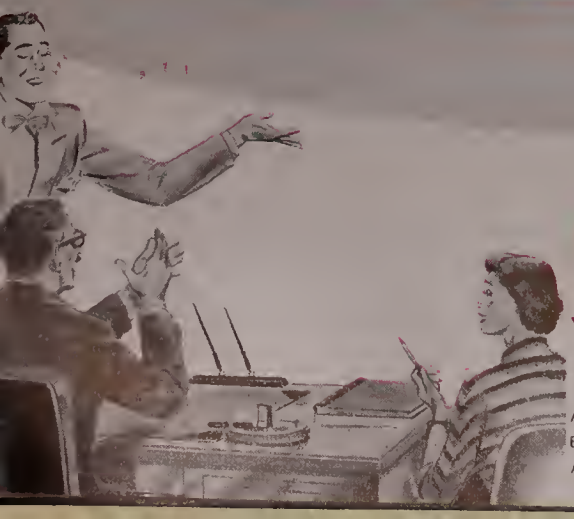

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NEW YORK

5255 CLINTON AVE.
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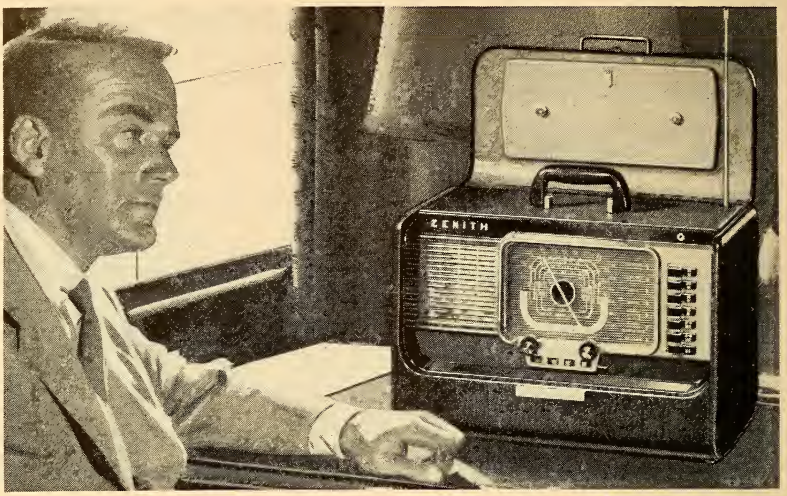

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You're certain to agree that there's no finer radio for the business leader than Zenith's Super Trans-Oceanic Short Wave Portable. Its superb construction, matchless appearance and flawless performance are quickly apparent to the discerning eye and ear.

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Humidity-Proofed—against loss of sensitivity.

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OFFICIAL F. C. C. TV ALLOCATIONS

SIXTH REPORT

AND

ORDER

ON

TELEVISION

A Summary of TV
Report and Allocations
in VHF and UHF Bands
released on April 14, 1952

NEW 21"
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TV HOME THEATRE
IN A CABINET
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Featuring revolutionary new "cylindrical face" picture tube that stops annoying reflections. It's another Admiral "first"!
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TV FREEZE LIFTED

By FCC Report and Order

IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given changes of frequency and stations are placed in a single class with three geographic zones.

Your TV Question Answered

As a service to readers of RADIO-TELEVISION DAILY who are interested in the TV allocations for any specific market, the Service Department of this publication is prepared to furnish you quotations from the FCC Report and Order as it relates to any specified market. Address your inquiry to TV SERVICE EDITOR, RADIO-TELEVISION DAILY, 1501 Broadway, New York, N. Y.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Hennock concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-

How did I become a vice president? Used my head. While others were sinking money in live TV, I got in touch with Consolidated and bought a bang-up show on film. Then I bought spot market. No wasted circulation... costs less, too. And I don't mind adding that it pleased the client no end.

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gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where ". . . endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

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Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

. . . an adequate script department
. . . a mature casting group
. . . a truly fine production unit
. . . a top creative editorial staff
. . . ample capital.

As producers of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre,* Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.

Bing Crosby Enterprises, Inc.
TELEVISION DIVISION

With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the report on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,

Chicago's Newest and Fastest Rising

Morning Television Show

"Breakfast with the O'NEILS"

MONDAY THRU FRIDAY AT 10:30 A.M. over WBKB

Some of Danny's Recent Network Appearances Have Been . . .

★ THE EDDIE CANTOR SHOW
★ CHESTERFIELD SUPPER CLUB
★ THE KEN MURRAY SHOW

Number 1 variety show in TV Forecast Annual Awards Poll

"Breakfast with the O'Neils voted best daytime variety show. That's the thunderous decision proclaimed in TV Forecast's recent 300,000 vote contest.

Number 1 singer, TV Forecast Annual Awards Poll

Danny O'Neil voted favorite local male singer. A great all-around guy, his genuine sense of humor and sincere manner make him a welcome guest in everyone's home. A true product of the informal easy style of Chicago television.

DICK BOYELL

GERRIE O'NEIL

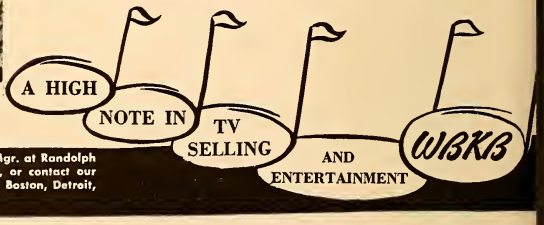
ABOUT THE SHOW . . . "BREAKFAST WITH THE O'NEILS"

There's music . . . Danny's fine tenor voice bringing welcomed melody into thousands of Chicago homes. There are topics of interest . . . as Danny introduces viewers to everyone from well-known celebrities, to little-known folks with a real human, vibrant story to tell. There's informality . . . as Danny and wife Gerrie (a former Broadway dancing star), chat with pianist Dick Boyell in an atmosphere that makes the viewer feel they're all together in a relaxing home atmosphere.

DANNY O'NEIL CAN *Sell* YOUR PRODUCT

Sincerity is the key-note of Danny's personality. You'll see that as soon as you meet him. And of course there's nothing like television to convey that sincerity to thousands of viewers. That's why folks who have seen Danny on Chicago programs for many years, have come to think of him as a personal friend. That's why when Danny tells them about a sponsor's product, they know he's given it his personal approval, and that he's sure it would be a good buy for them. When you buy the Danny O'Neil show, you buy a public's confidence in an entertainer whose word they trust. When he asks them to buy his product, you know they'll buy it.

Relaxing home atmosphere at the O'Neils.



For further information contact John H. Mitchell, Gen. Mgr. at Randolph 6-8210—Write WBKB, 190 N. State St., Chicago 1, Ill., or contact our station representative, Weed & Company, in New York, Boston, Detroit, San Francisco, Atlanta or Hollywood.

Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possesions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel asigned.

Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: " . . . this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . .

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . .

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . . "

Continuing, Jones said, "Now sound UHF station commercializa-

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tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Denies Local Television

" . . . The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned . . . the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast majority of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Loveland	38
Longmont	32
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 53, *59

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26

FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 33
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Tifton	14
Thomasville	6, 27
Toccoa	35
Valdosta	37
Vidalia	26
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	21, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Oelwein	28
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA

Abbeville	42
Alexandria	5, 62

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	40
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	*2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	20
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Grand Island	11, 21
Fremont	52
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

* Denotes Channel reservation for non-commercial educational use.

NEW MEXICO

	Channel No.
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

	Channel No.
Ahoskie	53
Albemarle	20
Asheville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48
Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA

Ada	50
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22

SOUTH CAROLINA

Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Maria	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31

	Channel No.
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	6, 21
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
Janesville	63
Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
Manitowoc	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34
Racine	49, 55
Rhinelander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

	Channel No.
Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Christiansted	8
Charlotte Amalie	10, 12

* Denotes Channel reservation for non-commercial educational use.

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

State	Now in Operation	Channels Assigned	Pending Applications
Alabama	2	45	7
Arizona	1	30	5
Arkansas	0	38	5
California	11	87	35
Colorado	0	40	9
Connecticut	1	16	7
District of Columbia	4	6	0
Delaware	1	4	1
Florida	2	58	19
Georgia	3	54	9
Idaho	0	28	4
Illinois	5	60	16
Indiana	2	48	15
Iowa	2	59	16
Kansas	0	49	7
Kentucky	2	34	4
Louisiana	1	42	12
Maine	0	29	6
Maryland	3	12	3
Michigan	6	70	10
Massachusetts	2	23	16
Minnesota	2	48	13
Mississippi	0	39	5
Missouri	2	54	17
Montana	0	40	2
Nebraska	2	34	4
Nevada	0	22	3
New Hampshire	0	13	1
New Jersey	1	15	5
New Mexico	1	38	3
New York	13	60	21
North Carolina	2	51	16
North Dakota	0	33	2
Ohio	12	59	22
Oklahoma	2	55	12
Oregon	0	33	5
Pennsylvania	7	58	36
Rhode Island	1	4	1
South Carolina	0	29	9
South Dakota	0	30	1
Tennessee	2	53	18
Texas	6	179	62
Utah	2	22	5
Vermont	0	10	0
Virginia	2	39	15
Washington	1	48	9
West Virginia	1	25	10
Wisconsin	1	51	15
Wyoming	0	27	3
Alaska	0	19	0
Hawaii	0	20	0
Puerto Rico	0	9	0
Virgin Islands	0	3	0
Totals	108	2,053	521

TV COVERAGE MAPS

— Present —

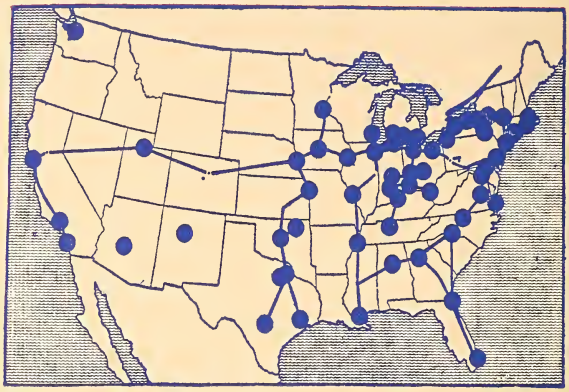
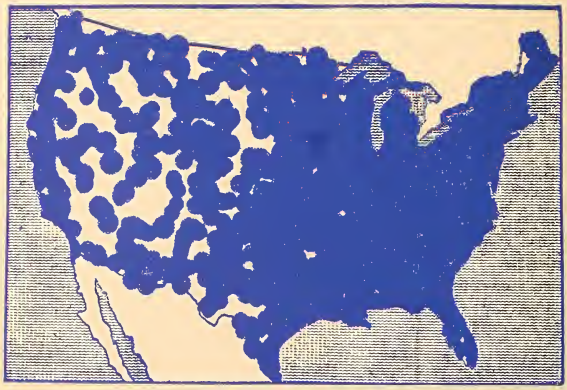


Chart shows extent of current television coverage

— Future —



How new stations are expected to affect coverage

TIME TABLE ON FCC TV DECISION

MAY 6, 1948—The proceedings were instituted on May 6, 1948, by a "Notice of Proposed Rule Making" designed to amend the Table of Television channel assignments for the United States, set out in Section 3.606 of the Rules and Regulations of the FCC. During the hearing evidence was introduced which indicated the necessity for a revision of the Commission's Rules, Regulations and Standards with respect to the technical phases of the television broadcast service.

SEPT. 30, 1948—The Commission issued a report and Order (FCC 48-2182), commonly referred to as the "Freeze Order." In general this order provided that no new or pending applications for the construction of a new TV station would be acted upon and that new and pending applications for modification of existing authorizations would be considered on a case to case basis. The Commission said it could not continue to make assignments under the existing table.

JULY 11, 1949—Issuance of the "Notice of Further Proposed Rule Making" (FCC 49-948) was announced by the Commission. The notice set forth Commission proposals to: A. amend its television rules, regulations and standards; B. methods and assumptions upon which the Commission's figures and values specified in the rules were based; C. contained the proposed revision of its table of channel assignments in the United States and the territories; and D. contained illustrative assignments for Canada, Mexico and Cuba.

SEPT. 1, 1949—First color report (FCC 50-1961) issued.

SEPT, 1949—Hearings on color television begin.

OCT. 11, 1949—Second color report (FCC 50-1224) issued.

OCT. 16, 1949—Hearing of testimony of parties interested in the first two parts of the Notice of July 11, 1949 began. The hearings continued until January 31, 1951, when the Commission recessed to study the record and determine whether it should proceed on hearings on C and D.

MARCH 22, 1951—The "Third Notice of Further Proposed Rule Making" (FCC 51-244) was issued by the Commission. In Appendices A and B, the FCC set forth its conclusions based on the hearing record and at the same time afforded interested parties the opportunity to object to the conclusions in A & B by filing objections. Appendices C & D contained a new proposed table of channel assignments.

JUNE 21, 1951—The Commission issued its third report (FCC 51-640) stating it could not at the time effect a partial lifting of the "freeze."

JULY 12, 1951—A "Fourth Report" and "Order" (FCC 51-693) was issued allocating to TV broadcasting the frequency band 470-500 MCs.

JULY 25, 1951—A "Fifth Report and Order" (FCC 51-752) was issued amending the "freeze order to permit consideration on a case-to-case basis of applications by existing licensees and permitees for special temporary authority to increase power within certain defined limits. An order was also issued (FCC-739), cancelling oral hearings which were scheduled to take place pursuant to the third notice.

APRIL 14, 1952—The Commission announces the lifting of the "freeze."

CHANGES IN PRESENT ASSIGNMENTS

Licensee or Permittee	*City Affected*	*Present Channel Assignment*	*New Channel Assignment*
Iowa State College of Agriculture and Mechanical Arts (WOI-TV)	Ames, Ia.	4	5
Atlanta Newspapers, Inc. (WSB-TV)	Atlanta, Ga.	8	11
Birmingham Broadcasting Company, Inc. (WBRC-TV)	Birmingham, Ala.	4	6
Sarkes Tarzian, Inc. (WTTV)	Bloomington, Ind.	10	4
Balaban & Katz Corporation (WBKB)	Chicago, Ill.	4	2
Crosley Broadcasting Corporation (WLWT)	Cincinnati, O.	4	5
Radio Cincinnati, Inc. (WKRC-TV)	Cincinnati, O.	11	12
Scripps-Howard Radio, Inc. (WCPO-TV)	Cincinnati, O.	7	9
Empire Coil Company, Inc. (WXEL)	Cleveland, O.	9	8
National Broadcasting Company, Inc. (WNBK)	Cleveland, O.	4	3
Crosley Broadcasting Corporation (WLWC)	Columbus, O.	3	4
Crosley Broadcasting Corporation (WLWD)	Dayton, O.	5	2
Miami Valley Broadcasting Corporation (WHIO-TV)	Dayton, O.	13	7
Central Broadcasting Company (WOC-TV)	Davenport, Ia.	5	6
Leonard A. Versluis (WLAV-TV)	Grand Rapids, Mich.	7	8
WSAZ, Inc. (WSAZ-TV)	Huntington, W. Va.	5	3
WJAC, Inc. (WJAC-TV)	Johnstown, Pa.	13	6
WGAL, Inc. (WGAL-TV)	Lancaster, Pa.	4	8
WAVE, Inc. (WAVE-TV)	Louisville, Ky.	5	3
WHAS, Inc. (WHAS-TV)	Louisville, Ky.	9	11
Memphis Publishing Company (WMCT)	Memphis, Tenn.	4	5
The Journal Company (WTMJ-TV)	Milwaukee, Wisc.	3	4
The Elm City Broadcasting Corp. (WNHC-TV)	New Haven, Conn.	6	8
WTAR Radio Corporation (WTAR-TV)	Norfolk, Va.	4	10
Allen B. DuMont Laboratories, Inc. (WDTV)	Pittsburgh, Pa.	3	2
The Outlet Company (WJAR-TV)	Providence, R. I.	11	10
Stromberg-Carlson Company (WHAM-TV)	Rochester, N. Y.	6	5
General Electric Company (WRGB-TV)	Schenectady, N. Y.	4	6
Central New York Broadcasting Corporation (WSYR-TV)	Syracuse, N. Y.	5	3
WDEL, Inc. (WDEL-TV)	Wilmington, Del.	7	12

TV PRODUCTION FORECAST

By DR. ALLEN B. DU MONT, President, Allen B. DuMont Laboratories, Inc.

BARRING an increase in the temperature of the cold war and a drastic aggravation of international tensions, 1952 should be a productive year for the television receiver industry.

Du Mont

Since civilian receiver production is so inextricably interlaced with the national defense program, we can look for production to be substantially reduced from 1950 and 1951 figures. This will be due to already announced diversion of critical materials for the military establishment.

Indications from the National Production Authority are that enough metals will be made available to the industry for the production of upwards of 4 million receivers in 1952. This figure represents an approximate 46 per cent decrease from 1950's record-breaking total of 7.5 million and 23 per cent of the 1951 total of 5.3 million receivers.

This reduced production figure of 4 million sets must be accepted with the assumption that 1952 will see (1) No all-out war, (2) no expansion of the present Korean conflict and (3) no additional outbreak of aggression in another part of the world. Naturally, any worsening of the world-wide situation will have its adverse effect on civilian production.

In the light of restrictions on copper, aluminum, stainless steel, nickel and cobalt, the 1951 production of 5.3 million sets and anticipated output for 1952 represents a tribute to the industry's ingenuity and resourcefulness in conservation of materials without detracting from quality of product. 1951's "make do" production lessons should be reflected in even greater economies in the use of restricted materials without deviation from strict quality control requirements during 1952.

Innovations and trends in 1952 receivers were in evidence early in January with the introduction of new lines by manufacturers. Chief among these has been the pronounced movement toward large size picture tubes. The most popular sizes during 1952 will be the 17-inch and 21-inch picture tubes. It is interesting to note that only three years ago the popular size receiver incorporated a 12-inch picture tube; 20-inch tubes were only in the "luxury" type of receiver.

TV picture tubes in 1952 will represent the most advanced design. An important trend is the universal acceptance of rectangular tubes which present TV pictures to the viewer in the same aspect ratio as is picked up by the TV camera. Another popular innovation in 1952 will be the automatic focus tube. This tube eliminates focus controls of any kind, and at the same time effects substantial savings in both steel and copper.

Great advances have been registered in reduction of reflections on picture tubes, from lights, windows and other reflective sources through the introduction of cylindrically-faced tubes. These tubes will make their appearance in 1952.

Television chassis in 1952 will have greater sensitivity and range than ever before, resulting in better fringe and weak signal area reception.

The anticipated impact of UHF as a companion service to VHF telecasting is already in evidence in 1952 receivers. These new sets contain provision for adaption to the UHF type of telecasting, either through tuning strips installed in the tuner or through an external UHF converter.

With no more than a handful of new stations expected on the air by the end of 1952, even if the "freeze" is lifted immediately, receivers will have to be sold in substantially the same markets as in 1951. The industry which enters 1952 with approximately 1,000,000 receivers in inventory should be able to sell those and its 1952 production even in what might be called "old" markets. Several factors point to this. They include (1) a record amount in disposable funds in the nation this year, (2) the untapped market of better than 50 per cent which still exists in TV areas, (3) elimination of confusion in the minds of the public regarding premature and incompatible color television (4) increased sales of television receivers in fringe and weak signal areas due to greater sensitivity of 1952 sets, (5) obsolescence of small-size picture receivers (6) extension of relay facilities to include the

(*Continued on Page* 1110)

HOLLYWOOD & A.B.C. TELEVISION

By ALEXANDER STRONACH, JR., Vice-President for the ABC-TV Network

TELEVISION has now acquired a modus operandi of sound stature, technically geared to volume production. It has not however, set a pattern for point of production. As constituted now, video fare arrives on living room screens from three major production centers in the United States; New York, Chicago and Hollywood.

Stronach, Jr.

Granted TV can go almost anywhere for remote pickups of strategic on-the-spot news and sports coverage — and well it should. But I am not concerned with this phase of television's ability to capture history in the making.

By far the greatest stress placed on video is for entertainment through the medium of dramatic offerings, which by far account for the greatest portion of present day television programming. It is with this phase of television that I am concerned and consequently, from where these programs should originate.

At the present time (1952), a comparatively young age for television, the American Broadcasting Company possesses the finest television plant in existence—the 23-acre ABC-TV Center in Hollywood.

The network has made good use of its giant west coast facilities in the past year, since the opening of the transcontinental-microwave-coaxial link. But its use has not yet been fully exploited or explored. There exists in Hollywood today the greatest talent pool in the world. And I do not refer only to top marquee names but to lesser stars and feature players, well known to the average motion picture goer. They are fine dramatic personalities on whom television should call to fill the varied roles in new dramatic shows.

Hollywood is the home of this talent and they should not be expected to travel 3,000 miles to fill a video engagement in New York for a one night stand and then return home. The fact that video has made this demand upon the Hollywood talent pool immediately sends talent costs soaring. Whereas, if television were content to develop their *live* shows where the stars are, where sets could be built and remain standing without being "struck" after each show; where technical equipment and technicians abound, video would surely begin minimizing its present day soaring costs.

The fact that ABC-TV has already been able to build some basic sets (such as that used on "The Ruggles" show) where the set can be stored on the huge sound stage on the ABC-TV Hollywood lot and used week-after-week without being dismantled after each telecast, has in itself saved the network large sums of money. This one instance could well be repeated over and over for many other TV programs. Another simple, but extremely important cost-saving operation is the network's ability to do away with the necessity of hiring trucks, which normally in such video centers as New York and Chicago, must cart scenery back and forth from warehouses to the TV studios. In New York City, a single truck, carting a set from a warehouse to a TV studio costs $150. By the time the round trip has been made, the cost for trucking the set back and forth amounts to $300. Not so in Hollywood, where sets can remain intact, stored in the vast recesses of the huge ABC-TV Center, to be used over and over again.

Another example of cost cutting and one directly benefiting the advertiser, is the network's purchase sometime ago of eight carloads of scenery and props, now conveniently accessible at our Hollywood TV Center. Scenery and props are readily available at any time on the lot and a sponsor's re-use of them for shows results in a cost to him of only 10 per cent of their original construction costs.

Just recently the ABC-TV network presented several "one shot" live programs—"The Professor," starring Joseph Schildkraut and "One False Step," both of which were produced in Hollywood, and both of which received excellent revues from the press.

Similar plans are underway now for the presentation of a number of other programs of this type, all of which will be produced at our Hollywood TV Center.

This type of programming only serves to emphasize the adaptability of our West Coast facilities for the origination of such programs at a considerable savings in costs to a potential advertiser.

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER
President

At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.

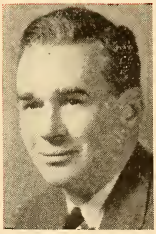
KINTNER

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

ALEXANDER STRONACH, JR.
Vice President for the ABC Television Network

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network.

His varied background includes a



STRONACH, JR.

stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

JOHN B. LANIGAN
Vice President in Charge of Television Sales

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

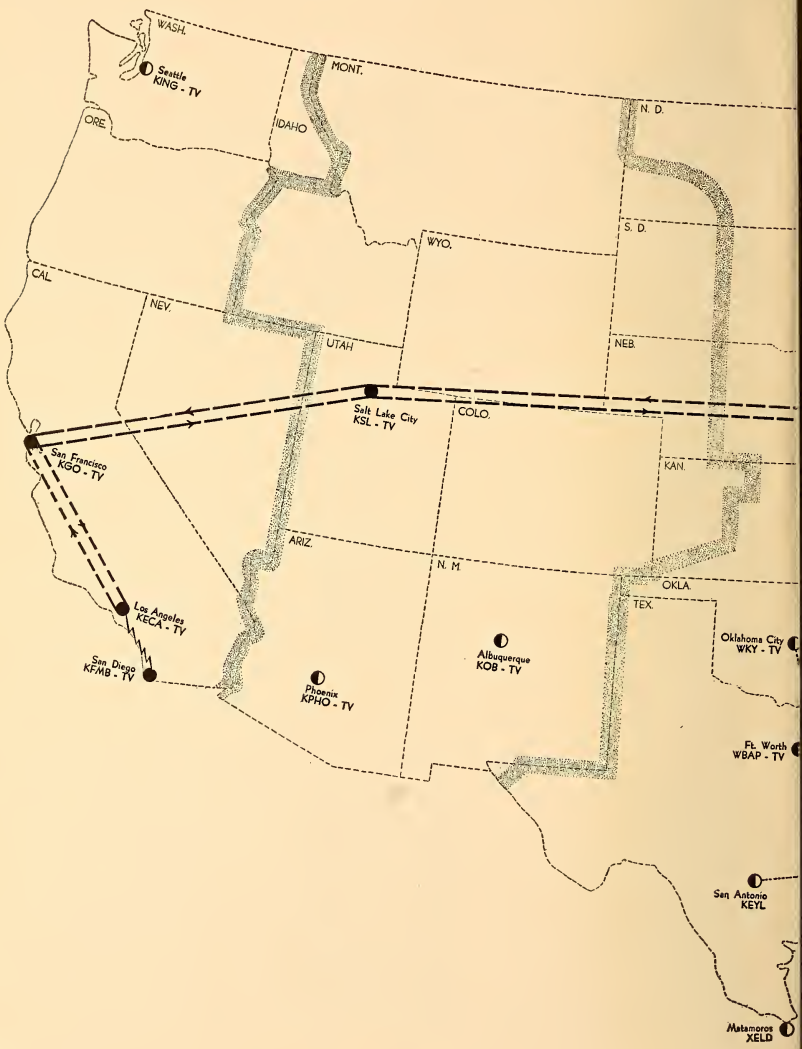
Prior to joining Time, he was sales manager for the Eureka Williams

LANIGAN

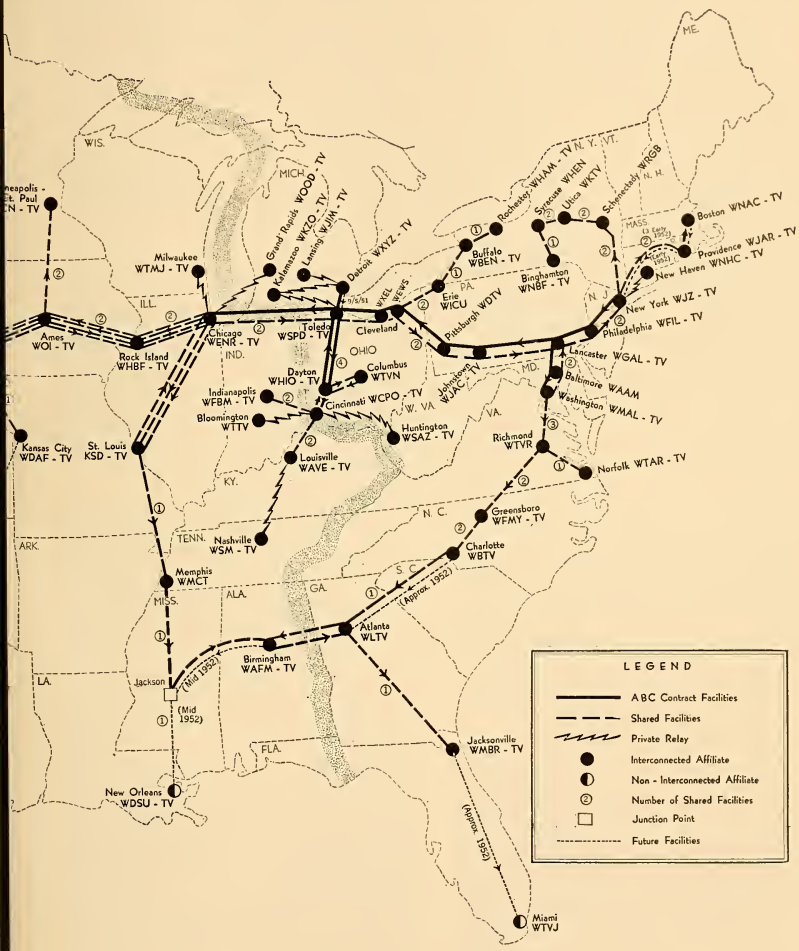
Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

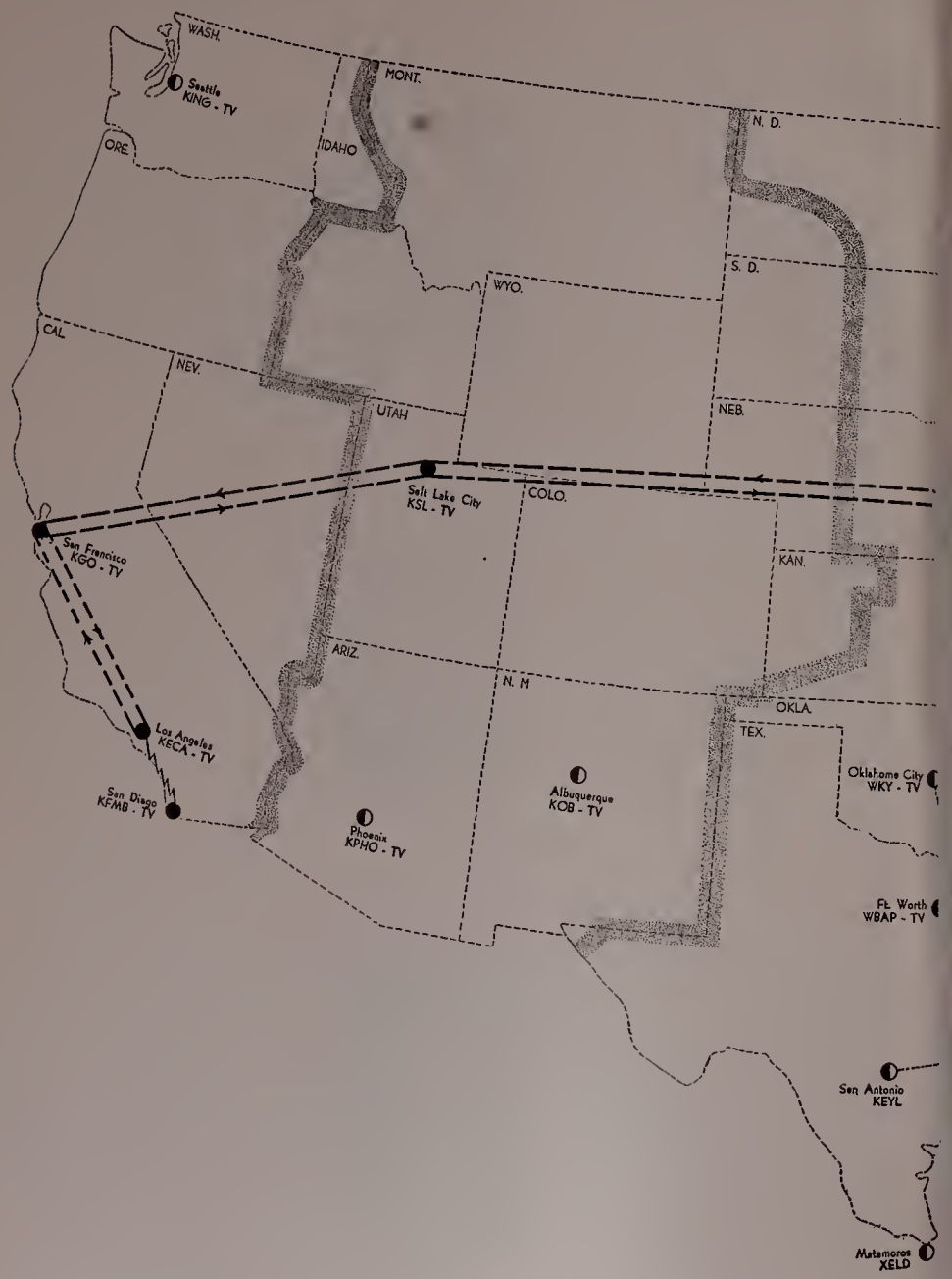
AMERICAN BROAD

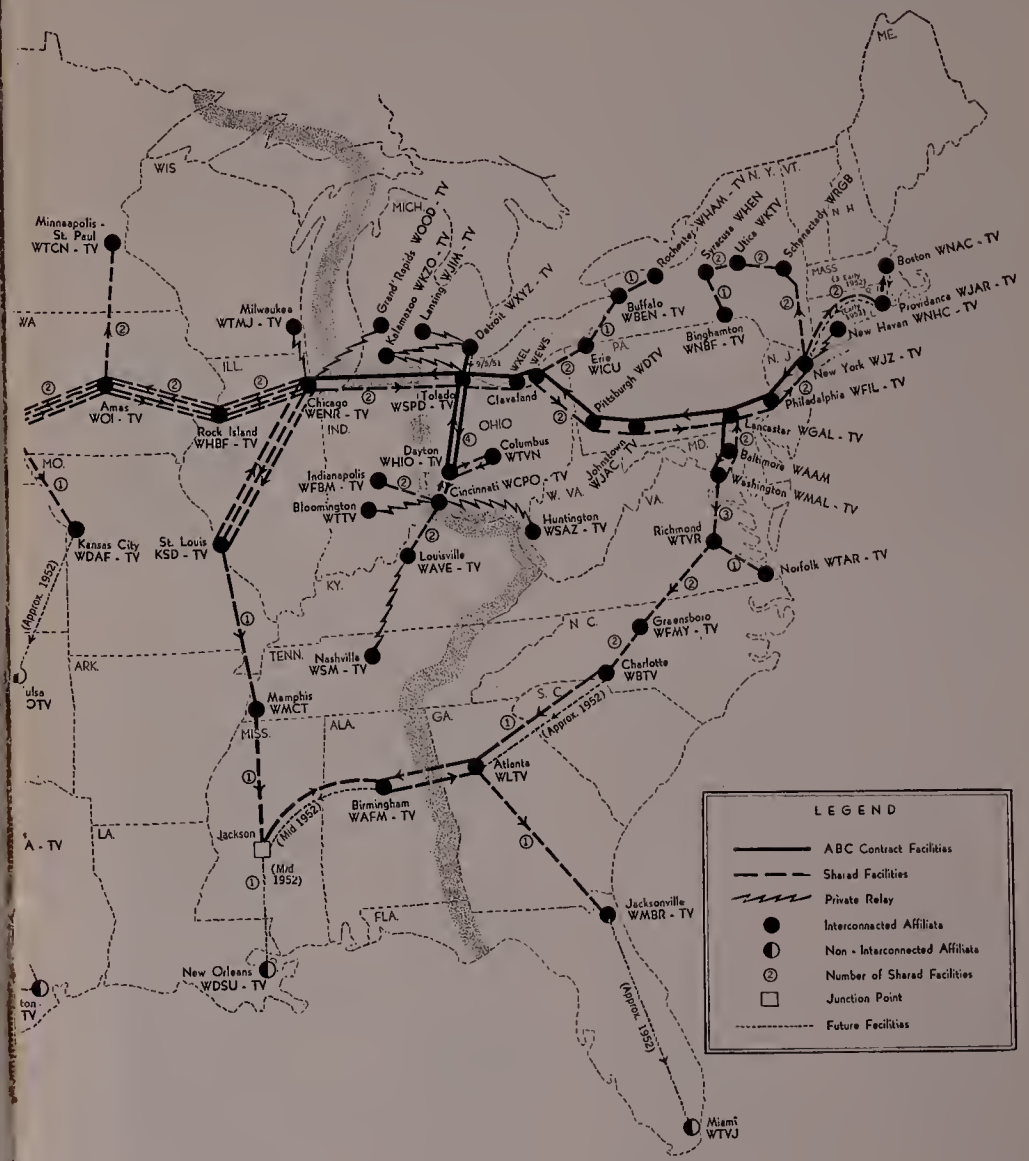


CASTING COMPANY



AMERICAN BROADCASTING COMPANY





AMERICAN BROADCASTING COMPANY, INC.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: CIrcle 7-5700)

BOARD OF DIRECTORS

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Earl E. Anderson — Robert H. Hinckley — C. Nicholas Priaulx
Alger B. Chapman — Robert E. Kintner — Franklin S. Wood
Owen D. Young

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Slocum Chapin.....Vice-President
James Connolly.....Vice-President
Robert H. Hinckley.....Vice-President
Ernest Lee Jahncke, Jr.....V.P. & Asst. to Pres.
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Frank Marx.....Vice-President
Harold L. Morgan, Jr.....Vice-President
John H. Norton.....Vice-President
C. Nicholas Priaulx.....Vice-Pres. & Treasurer
Leonard Reeg.....Vice-President
Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
Paul Whiteman.....Vice-President
Ernest Felix.....Assistant Treasurer
Aaron Rubin.....Assistant Treasurer
Walter C. Tepper.....Controller
Geraldine B. Zorbaugh.....Acting Gen. Attorney and Secretary

TELEVISION

Alexander Stronach, Jr.....
Vice President for the ABC-TV Network

Engineering & General Services

Frank Marx.....Vice President in Charge
Clure Owen.....Administrative Assistant
John Preston..Director of Engineering Facilities & General Services
William Trevarthen.....Director of Engineering Operations
Merle Worster....Eastern Television Operations Manager

Special Services

C. Nicholas Priaulx.....Vice Pres'dent and Treasurer
Alfred Beckman.....Director of Operations for Sales and Station Traffic
Thomas F. Foy.....Purchasing Agent
Malcolm B. Laing.....Manager of Station Clearance—Television
Aaron Rubin.....Assistant Treasurer
Lawrence A. Ruddell.....Recording Director
Joseph J. Spagnola.....Office and Studio Service Director
Alice Stamatis.....Manager of Order Processing
Walter C. Tepper.....Controller
Drew Van Dam.....Director of Personnel
Reginald Willcocks.....Traffic Manager

Legal

Geraldine B. Zorbaugh.....Acting General Attorney and Secretary
Felix H. Kent.....Attorney
James A. Stabile.....Attorney

News and Special Events

Thomas Velotta.....Vice President in Charge
John Madigan.....Director of News and Special Events—Television

Program

Harold L. Morgan, Jr.....Vice President of the Television Program Department
Ward Byron.....Executive Producer
Nat Fowler.....Film Director
Henry Hede.....Business Manager
Anthony Henning.....Production Manager
Charles Holden.....Assistant National Director of Television Program Production
Robert Holland.....Manager of Film Service
Harold Hough.....Program Director of WJZ-TV
Ruth Kiersted.....Operations Manager
James McNaughton.....Art Director
Charles Underhill.....National Director of the Television Program Department
Mortimer Weinbach.....National Director of TV Operations
Bertha Williams.....Broadcast Coordinator

Public Relations

John W. Pacey.....Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department
Ruth Crawford .....Librarian
Mitchell DeGroot.....Manager of Advertising and Promotion
Arthur B. Donegan.....Manager of Publicity
Ellen Heagerty..Supervisor Audience Information
Grace Johnsen.....Director of Continuity Acceptance
Ruth Trexler.....Manager of Religious and Educational Activities
Oliver Treyz.....Director of Research and Sales Development
Ernest E. Stern.....Trade News Editor

Sales

John B. Lanigan.....Vice President in Charge of Television Sales
Charles Abry..Eastern Television Sales Manager
Edwin Friendly, Jr.....National Director of Television Sales
Thomas P. Robinson.....Business Manager for Television Network Sales

Stations

Slocum Chapin.....Vice President in Charge of Owned TV Stations
Richard B. Rawls .....Manager of Television Stations Department
Trevor Adams.....Manager of WJZ-TV
Mary Connell.....Local and Spot Sales Service Manager—Television
Don L. Kearney.....National Manager of TV Spot Sales
Bernard Paulson.....Operations Manager of WJZ-TV
Henry Worthington....Manager of Co-operative Program Sales—Television

WASHINGTON, D. C.
1703 K Street

Robert H. Hinckley.....Vice-President

CENTRAL DIVISION
WENR-TV
20 North Wacker Drive, Chicago 6, Illinois

John H. Norton.....Vice President of Central Division
Robert L. Anderson.....Research Supervisor
Kenneth Christiansen.....Manager of Traffic & Communications
Francis J. Coveney.....Auditor
Francis Dixon....Program Booking & Operations Supervisor
Walter L. Emerson.....Legal Counsel
Joe Fisher.....TV Sales Manager of WENR-TV
Monte Frassnecht.....Manager of TV Program Department
John Fitzpatrick.....TV Production Manager
Elliott Henry, Jr.....Publicity Manager
E. C. Horstmann.....Engineering Manager
Dean Linger.....Manager of Sales Promotion
Jack McCord.....TV Program Business Manager
Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago
Francis McNulty.....Music Rights Supervisor
John J. Manley.....Manager of Office & Studio Services
Cornelius O'Dea.....News Supervisor
Patric Rastall.....Sales Service Manager
Robert M. Savage.....Continuity Supervisor
James L. Stirton.....Director of TV Network for Central Division
Floyd Timberlake....TV Engineering Operations Supervisor
Gerald R. Vernon.....Manager of TV Sales

WESTERN DIVISION
Hollywood
KECA-TV
ABC Television Center, Hollywood 27, California

William Phillipson, Director of Western Division

Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV
Dorothy Brown.....Continuity Acceptance Editor, Western Division
Philip G. Caldwell....Western Division Manager of Technical Operations
Dresser M. Dahlstead.....Program Manager, Western Division
Henry Daugherty....General Traffic Supervisor
Ernest Felix.....Assistant Treasurer
Paul Gates.....Evening Program Manager
John S. Hansen.....Sales Promotion Manager
Philip Hoffman.....Manager of KECA-TV
Edward B. Hullinger.....Manager, Stations Relations, Western Division
Frank King.....TV Sales Manager of KECA-TV
Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles
Francis D. La Tourette.....Western Division News Editor
Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV
Adolph Lefler.....Sales Service Manager
Cameron G. Pierce...TV Engineering Operations Supervisor
Darrell Ross...Production Manager of KECA-TV
Victor Rowland.....Manager, Hollywood Publicity Department
Florence Shiro.....Personnel Director
Donn B. Tatum.....Director of TV, Western Division
John Wagner.....Controller, Western Division

KGO-TV—SAN FRANCISCO
155 Montgomery Street, San Francisco 2, California

James Connolly .....Vice-President
A. E. Evans.....Engineering Manager
Gladys Ferguson.....TV Sales Service Manager
Vincent Francis.....Manager of KGO-TV
Gordon Grannis..Promotion & Publicity Manager
Edith Kirby.....Traffic Manager
Dexter Nichols....Continuity Acceptance Editor
Victor Reed.....News Editor
Dave Sacks.....Manager, ABC-TV Spot Sales
Bloyce Wright.....TV Program Manager

Stations Owned By ABC

WIZ-TV .....New York
WXYZ-TV .....Detroit
WENR-TV .....Chicago
KECA-TV .....Los Angeles
KGO-TV .....San Francisco

America is
SOLD
on ABC
DESSERTS
BLADES
BEER
CEREAL
HOUSE CLEANSER
SODA
SOAP
TOOTH PASTE

American Bakeries
Anthracite Institute
Arrow Shirts
Arthur Murray
Bendix
Bristol-Myers
Brown Shoe
Canada Dry
Carter Products
Celanese
Chuckles
Clorox
Cory
Crosley
Frigidaire
General Mills
Goodyear Tire & Rubber
Dr. Billy Graham
Green Giant
Hazel Bishop
Hollywood Candy
Ironrite Ironers
Jacques Kreisler
Kellogg
Lever Brothers
Lucky Strike
M & M Candy
Masland Carpets
Minute Maid
Nash-Kelvinator
Old Gold
Peters Shoe
Procter & Gamble
Prom & White Rain
Ralston-Purina
Sterling Drug
C. A. Swanson
Sundial Shoe
Voice of Prophecy
Word of Life Fellowship
Warner-Hudnut
Young People's Church of the Air

A network is known by the company it keeps . . . and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC TELEVISION
American Broadcasting Company

TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951: it spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

Van Volkenburg

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

C. B. S. TELEVISION NETWORK

J. L. VAN VOLKENBURG
President

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice-president and director of Television operation and in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

VAN VOLKENBURG

HUBBELL ROBINSON, JR.
Vice-President in Charge of Network Programs

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

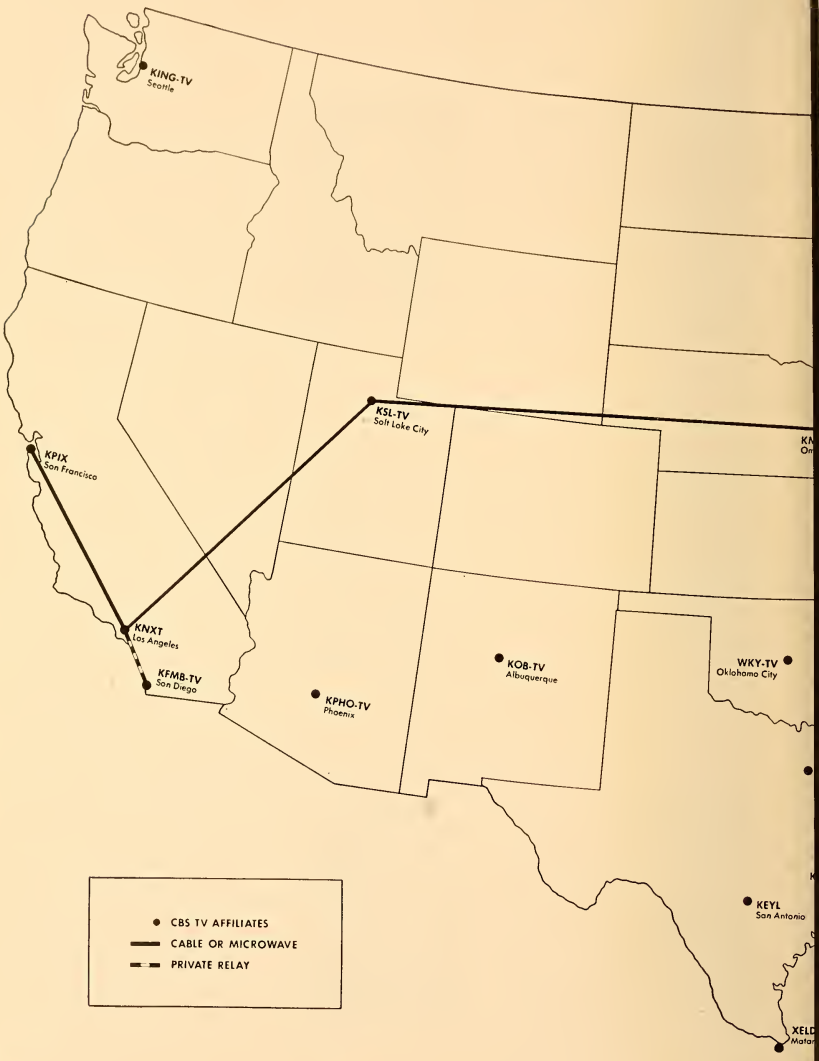
ROBINSON, JR.

FRED M. THROWER
Vice-President in Charge of Network Sales

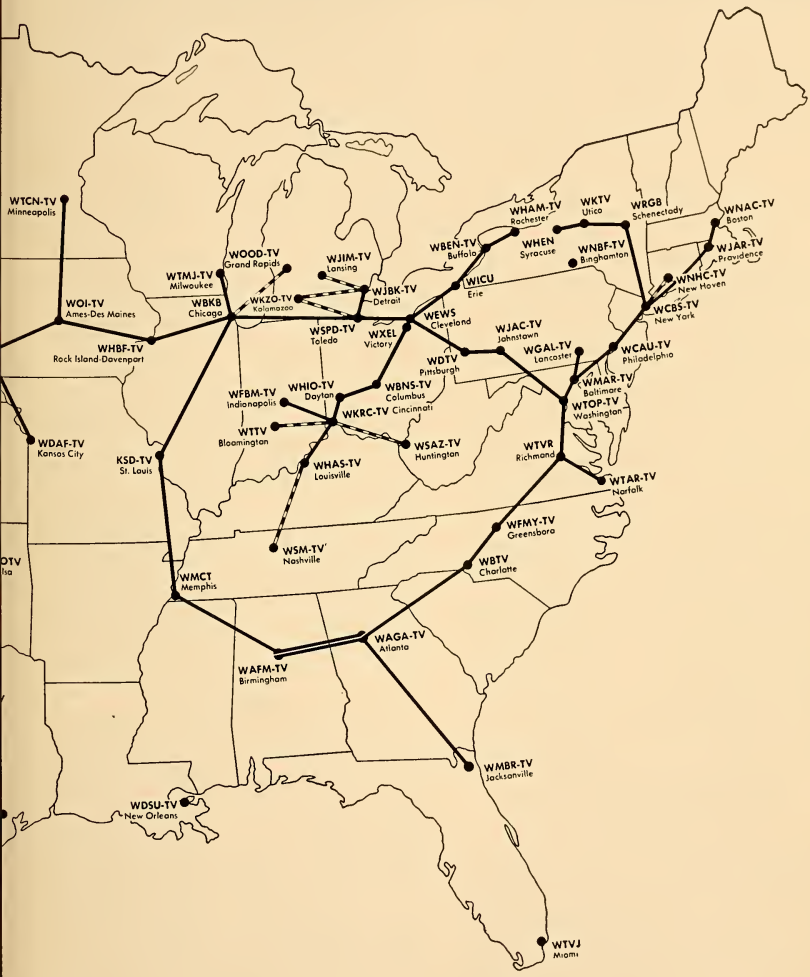
Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942, Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

THROWER

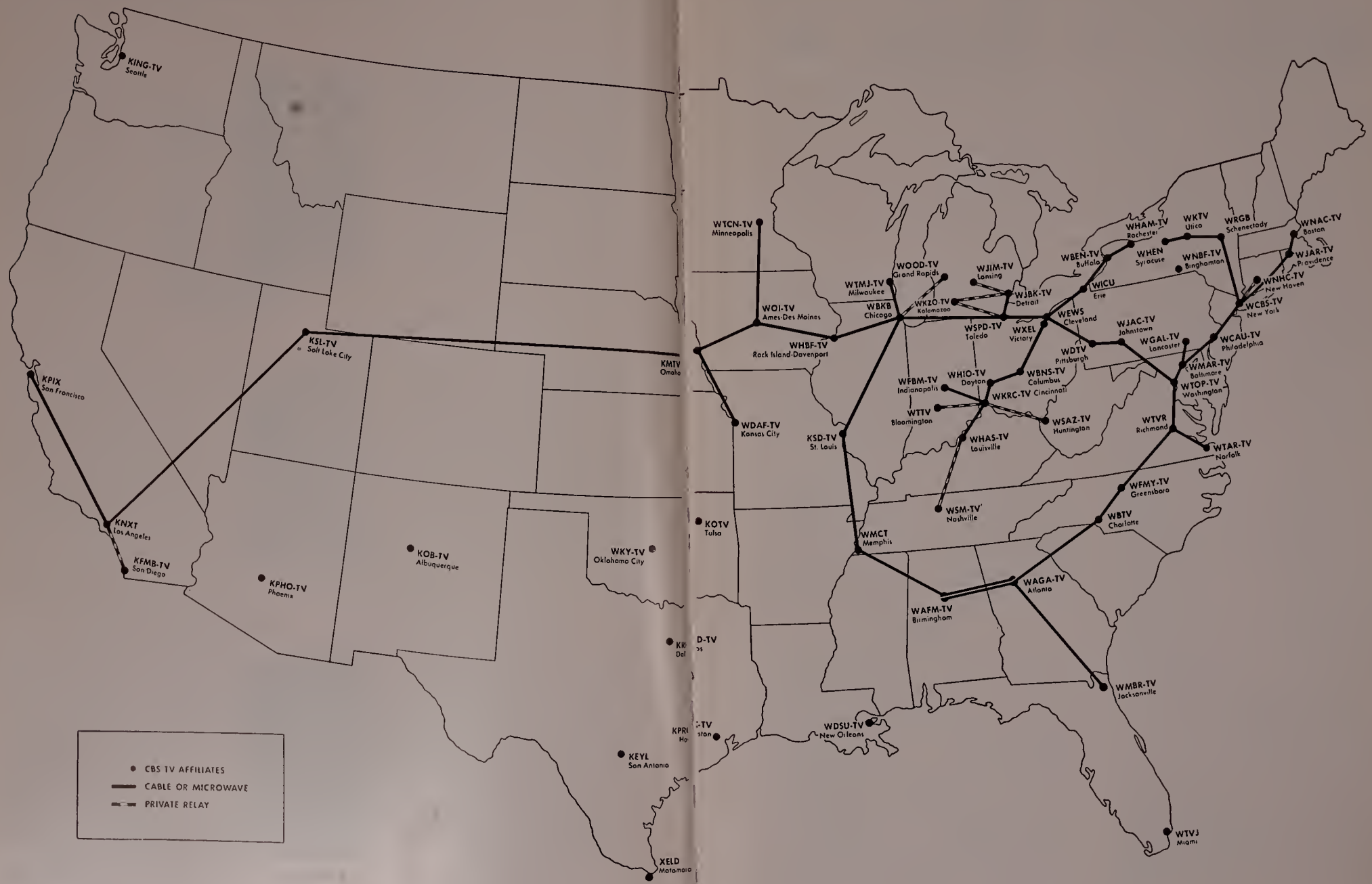
COLUMBIA BROAD



CASTING SYSTEM



COLUMBIA BROAD CASTING SYSTEM



COLUMBIA BROADCASTING SYSTEM, INC.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Lloyd H. Coffin
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James B. Conkling
J. A. W. Inglehart
Leon Levy
Edward R. Murrow
Samuel Paley
William S. Paley
Joseph H. Ream
Dorsey Richardson
Frank Stanton

William S. Paley.....Chairman of the Board
Frank Stanton .....President
Joseph H. Ream.....Executive Vice President
Bruce A. Coffin.....Vice President
Lloyd H. Coffin.....Vice President
David H. Cogan.....Vice President
James B. Conkling.....Vice President
Earl H. Gammons.....Vice President
William C. Gittinger.....Vice President
Lawrence W. Lowman.....Vice President
Howard S. Meighan.....Vice President
Adrian Murphy .....Vice President
Daniel T. O'Shea.....Vice President
J. L. Van Volkenburg.....Vice President
Julius F. Brauner.....Secretary
Samuel R. Dean.....Treasurer
Arthur S. Padgett.....General Auditor
Edward L. Saxe.....Controller
Edgar Batchelder .....Assistant Secretary
William J. Flynn.....Assistant Treasurer
Ned Marr.....Assistant Secretary

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg.....President
Fred M. Thrower.....Vice President in Charge of Network Sales
Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass.....Vice President in Charge of Central Division
Frank B. Falknor.....Vice President in Charge of Operations
Merle S. Jones.....Vice President in Charge of CBS-Owned Stations and General Services
I. S. Becker.....Vice President in Charge of Business Affairs
Herbert V. Akerberg...Vice President in Charge of Station Relations
William B. Lodge.....Vice President in Charge of General Engineering
Charles L. Glett.....Vice President in Charge of Network Services—Hollywood

Network Sales

Fred M. Thrower.....Vice President in Charge of Network Sales
William H. Hylan.....Eastern Sales Manager
George J. Arkedis.....Central Sales Manager
Kingsley F. Horton..Pacific Coast Sales Manager
William J. Fagan.....Business Manager
T. D. Connolly.....Program Sales Manager
Lorin S. Myers.....Sales Research Counsel
Robert F. Jamieson.....Sales Service Manager
George A. Kolpin.....Contract Manager

Programs

Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs, Hollywood
Russell Furse .....General Manager
Henry S. White.....Business Manager
William Dozier.....Executive Producer, Dramatic Shows
Edgar Peterson.....Story and Script Dept. Mgr.
Marlo Lewis.....Executive Producer, Music and Variety Programs
James C. Shattuck.....Director of Editing
Harry G. Ommerle.....Program Director

News and Public Affairs

Sig Mickelson.....Director of News and Public Affairs
Paul Levitan.....Producer of Special Events

William A. Wood.....Director of News and Public Affairs, Washington
Judson Bailey.....Director of Sports

Operations

Frank B. Falknor.....Vice President in Charge of Operations
Henry Grossman....Assistant to Vice President in Charge of Operations
E. Carlton Winckler.....Manager of Production
Gilbert DeStafano....Manager of Stage Lighting
Don Darcy...Manager of Production Specialists
Anthony Boschetti.....Manager of Procurement
Richard Hopkins.....Manager of Scenic Design and Construction
H. C. Meier....Manager of Network Operations
H. Grant Theis.....Manager of Film Service Operations
Walter R. Pierson.....Manager of Theatre and Stage Operations
Paul Wittlig.....New Effects Development
James Connors.....Manager of Cost Control
R. G. Thompson.....Manager of Technical Operations
R. J. Young....Manager of Building Construction

Business Affairs, Network Programs

I. S. Becker.....Vice President in Charge of Business Affairs
Merritt H. Coleman..Director of Business Affairs
Martin N. Leeds....Director of Business Affairs, Hollywood

Station Relations

Herbert V. Akerberg.....Vice President in Charge of Station Relations
Fritz Snyder.....Director of Station Relations

Advertising and Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Carroll Whedon.....Copy Chief
Alex Kennedy...Director of Program Promotion
Robert Meyer....Director of Program Promotion, Hollywood
Gordon Hellmann.....Director of Presentations
David Luhmann.....Director of CBS-Owned Station Promotion Services
Edward Side.....Production Manager

Public Relations

David J. Jacobson.....Director

Press Information

Michael J. Foster.....Director
Robert Meyer.....Director, Hollywood

Research

Oscar Katz .....Director
Philip Eisenberg.....Director of Coverage and General Surveys
Rose Marie O'Reilly .....Director of Ratings
Tore Hallonquist....Director of Program Analysis

General Engineering

William B. Lodge.....Vice President in Charge of General Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineering
J. W. Wright.....Chief Radio Frequency Engineering

Legal

W. Spencer Harrison.....Senior Attorney

Accounting

Norman C. Hadley.....Comptroller

Network Services, Hollywood

Charles L. Glett.....Vice President in Charge of Network Services, Hollywood
Austin E. Joscelyn.....Director of Operations, Hollywood

CBS, Inc., Broadcast Service Departments

Building Operations and Tickets

James Swenson....Manager, Building Operations
Jack Page.....Assistant Manager, Building Operations
Laurette Banks.....Supervisor, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing
Emily Schiener.....Supervisor, Ediphone

Personnel Relations

Robert Kalaidjian.....Director
Charles Burt.....Personnel Administrator
Dr. Jack Nelson.....Director, Medical Office
John Anderson.....Labor Research Manager
Richard Stanley.....Employment Manager

Photography

Walter I. Seigal.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information
Agnes Law .....Librarian

CBS Television Spot Sales

Thomas H. Dawson...Director of CBS Television Spot Sales
Sam Cook Digges.....Eastern Sales Manager
MacLean Chandler.....Western Sales Manager
Ben Margolis.....Business Manager

CBS Television Film Sales

Fred Mahlstedt .....Director

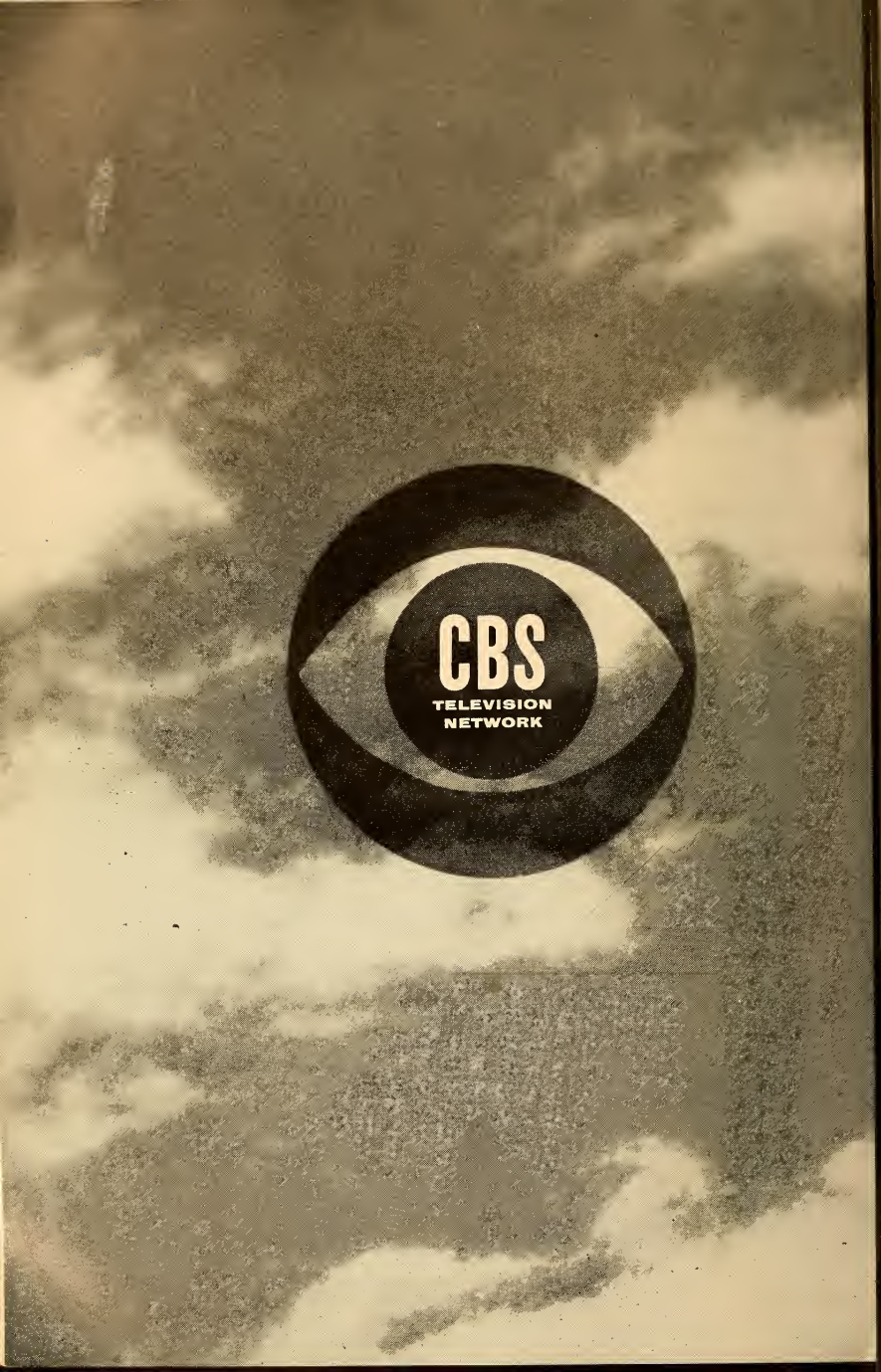
CBS Owned Stations

WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence .....General Manager
George R. Dunham.....Sales Manager
Richard K. Doan.....Program Manager
Robert Patt.....Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

Wilbur S. Edwards.....General Manager
James T. Aubrey, Jr.....Sales Manager
William J. F. Brennan.....Program Director
Tony Moe.....Promotion Manager


CBS
TELEVISION
NETWORK

The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where television's most successful package programs come from

...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest

...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

Witting

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over $45 million to an estimated $129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that $50,000 and $100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING
Director and General Manager

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

WITTING

TED BERGMANN
Director of Sales

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

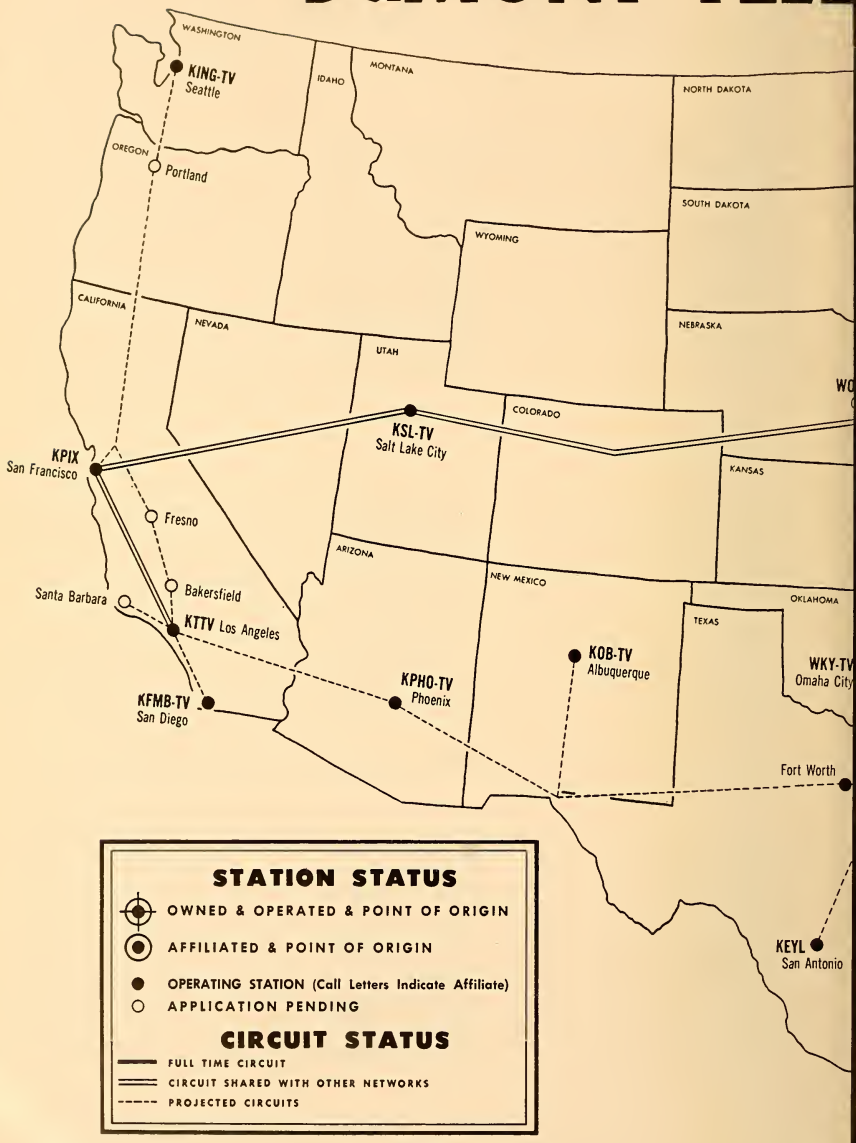
BERGMANN

JAMES L. CADDIGAN
Director of Programs and Production

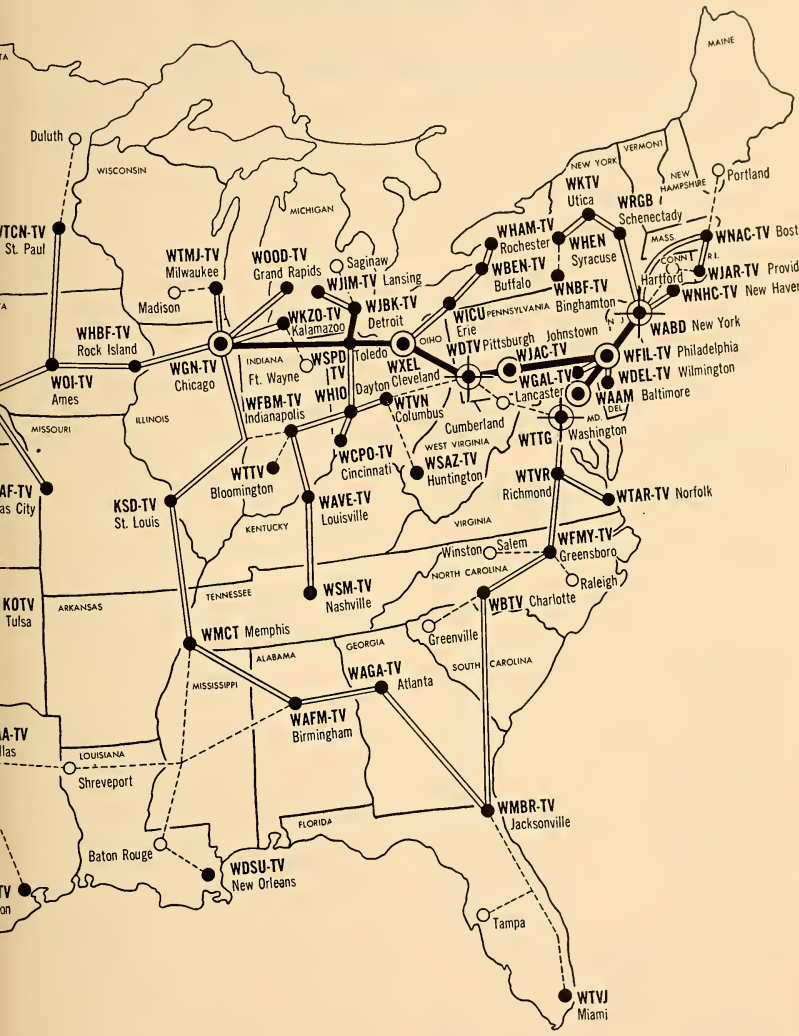
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is constantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

CADDIGAN

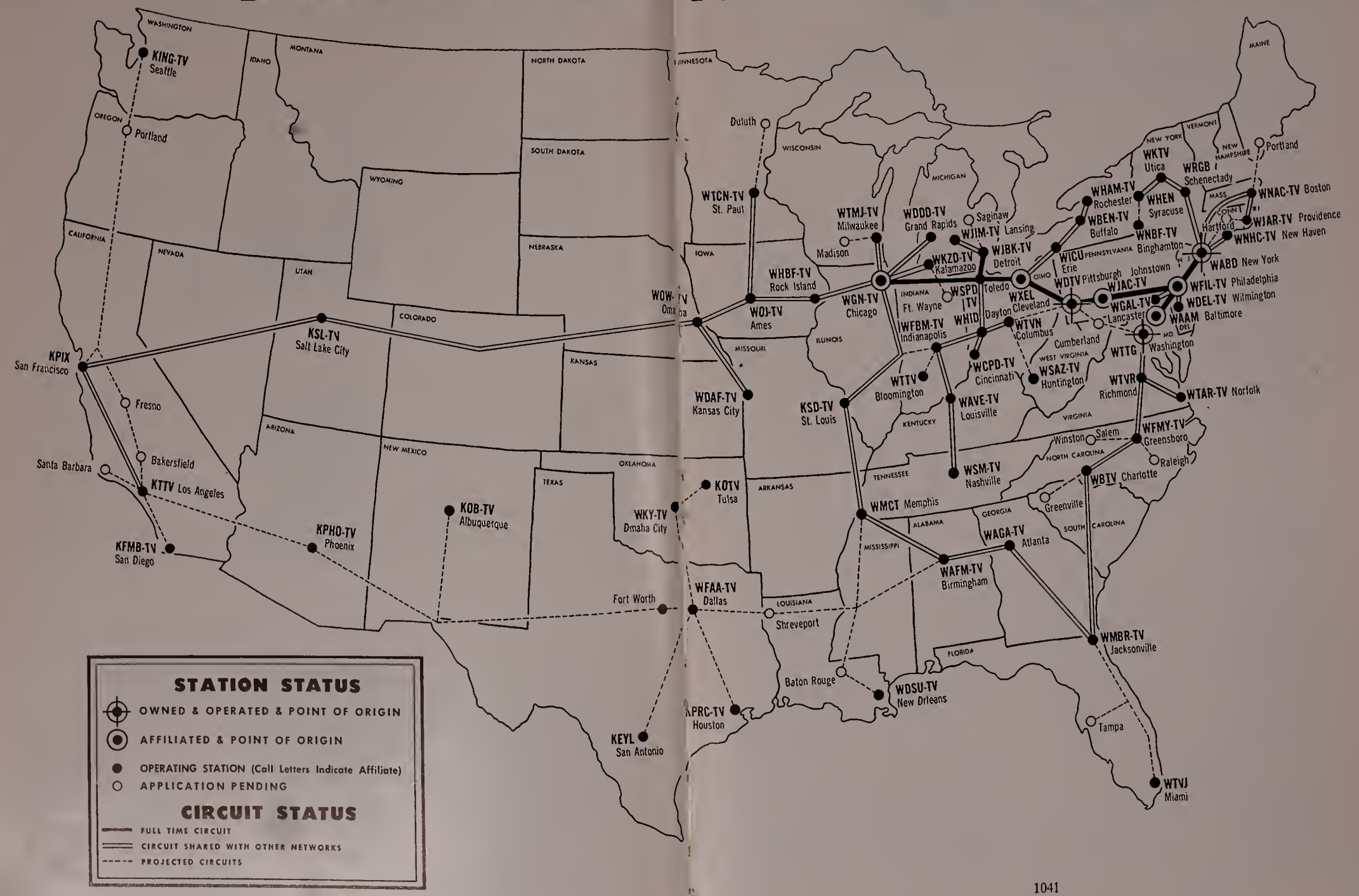
DuMONT TELE


WASHINGTON
KING-TV
Seattle
IDAHO
MONTANA
NORTH DAKOTA
OREGON
Portland
SOUTH DAKOTA
WYOMING
CALIFORNIA
NEVADA
NEBRASKA
UTAH
COLORADO
KSL-TV
Salt Lake City
KPIX
San Francisco
KANSAS
Fresno
ARIZONA
NEW MEXICO
Bakersfield
Santa Barbara
OKLAHOMA
KTTV Los Angeles
TEXAS
KOB-TV
Albuquerque
KPHO-TV
Phoenix
KFMB-TV
San Diego
Fort Worth
KEYL
San Antonio
STATION STATUS
OWNED & OPERATED & POINT OF ORIGIN
AFFILIATED & POINT OF ORIGIN
OPERATING STATION (Call Letters Indicate Affiliate)
APPLICATION PENDING
CIRCUIT STATUS
FULL TIME CIRCUIT
CIRCUIT SHARED WITH OTHER NETWORKS
PROJECTED CIRCUITS

VISION NETWORK



DuMONT TELEVISION NETWORK



DuMONT
TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives

Chris J. Witting...Director and General Manager

Norman W. Drescher...Admin. Asst. to the Dir.

Ted Bergmann.....Director of Sales

John H. Bachem.....Assistant Director of Sales

James L. Caddigan..Dir. of Prog. and Production

Elmore B. Lyford....Director of Station Relations

Richard E. Jones.....Mgr. Owned & Operated Stations

Clarance G. Alexander.....Director of Network Operations

Edward Kletter..Director of Merchandising and Sales Development

Rodney D. Chipp.....Director of Engineering

Tom S. Gallery.....Director of Sports

Joseph Hess.....Director of Budget

Gerald Lyons.....Director of Public Relations and Publicity

Melvin A. Goldberg....Manager, Sales Planning and Research Department

Donald A. Stewart.....Manager, Film Dept.

Walter Compton.....Manager of WTTG, Washington, D. C.

Harold G. Lund.....Manager of WDTV, Pittsburgh, Pa.

Milton Morel....Manager, New York Operations

Sales

Ted Bergmann.....Director of Sales

John H. Bachem.....Asst. Director of Sales

Lynn Cleary.....Manager of Sales Service

David Lasley.....Manager, Central Div., Chi.

Robert H. Miller.....Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.

Richard S. Railton.....West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.

William Koblenzer.Account Exec., Network Sales

Harry Pertka.....Account Exec., Network Sales

James F. Owens....Account Exec., Network Sales

Duncan R. Buckham
Account Exec., Network Sales

Richard C. Dawson.Account Exec., Network Sales

William Walters.....Mgr., Account Mgrs. Group

Richard Geismar .....Account Manager

Lawrence H. Buck.....Account Manager

Operations

Clarence G. Alexander.....Dir. of Network Operations

Saul Abraham.....Supervisor, Adelphi Theatre

Samuel Spachner.Supervisor, Ambassador Theatre

Programming and Production

James L. Caddigan.....Dir. of Programming and Production

Leslie G. Arries, Jr....Asst. Dir. of Programming and Production

Paul Rosen.....Supervisor of Program Planning

A. L. Hollander...Production Facilities Manager

Duncan MacDonald..Supr. of Women's Programs

Don Russell.....Chief Announcer

Elizabeth Mears.....Casting Supervisor
Charles Mann.....Script Editor
Edward Saulpaugh.Supr. of Continuity Acceptance
Dominick Celintano..Supr. of Music Acceptance
Sam Posner.....Asst. Program Administrator
Marian Glick.....News Editor
Ted Hammerstein.....Supervising Producer
Charles Parsons.....Supervising Producer
Roger Gerry.....Supervising Producer
Frank Bunetta.....Director
Harry Coyle.....Director
Pat Fay.....Director
H. Wesley Kenny.....Director
David Lowe.....Director
William Marceau.....Director
Arnold Nocks.....Director
William Seaman.....Director
Keith Thomas.....Director

Engineering Department

Rodney D. Chipp.....Director of Engineering
Robert F. Bigwood.....Chief Facilities Engineer
S. Patremio.....Special Projects Engineer
H. C. Milholland..Technical Operations Engineer
Eric Herud...Asst. Technical Operations Engineer
Arthur Deneke.....Propagation Engineer

Station Relations

Elmore B. Lyford...Director of Station Relations
Edwin G. Koehler...Asst. Mgr., Station Relations
Robert S. Woolf....Mgr., Teletranscription Dept.
Roylance H. Sharp.....Manager, Traffic Dept.

Budget and General Services

Joseph Hess.....Director of Budgets
R. M. Skaar.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations and Publicity

Research

Melvin A. Goldberg...Director of Sales Planning and Research

Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager
Norman S. Ginsburg.....Stations Promotion Mgr.

DU MONT OWNED AND OPERATED STATIONS

WABD, New York

Richard E. Jones.....Manager
Milton Morel.....Mgr. of N. Y. Operations
William Seaman...Supr., Studio D, 515 Madison Avenue
Ralph Robbins....Supr., Studio A, Wanamaker's

LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive
Richard C. Dawson — Robert F. Adams
Lawrence Wynn — John B. Soell
Arthur C. Elliott — Richard Hamburger

WDTV, Pittsburgh

Harold C. Lund.....General Manager
A. Donovan Faust....Assistant General Manager
Larry Israel.....Sales Manager
William A. Krough.....Sales Service Manager
Paul P. Palangi.....Personnel Manager
Dick Fortune.....Public Relations Manager
Jimie Spanos..Sales Promotion and Merchandising
Byron Dowty.....Program Manager
Mary McKay.....Traffic Manager
Peter Barker.....Executive Producer
Dave Murray.....News and Special Events
Richard Dreyfuss.....Film Manager
Nick Perry.....Chief Announcer
Raymond Rodgers.....Chief Engineer

WTTG, Washington, D. C.

Walter Compton.....General Manager
Roger M. Coelos...Program Operations Manager
Perry Walders.....Sales Manager
Jules Huber.....Film Supervisor
M. M. Burleson.....Chief Engineer

ADVERTISERS* WHO FIND TELEVISION

American Chicle Company	Bigelow-Sanford Carpet Company	Anahist Co., Inc.	Brewing Corporation of America	Atlantic Refining Company
Allen B. Du Mont Laboratories, Inc.	Carter Products	Eversharp-Schick Company	Crawford Clothes	Food Store Productions
Emerson Drug Company	Holeproof Hosiery Company	Gerber Food Products	Industrial Tape Corporation	Gruen Watches
Landers, Frary and Clark, Inc.	Mennen Company	Francis H. Leggett Company	Miller Brewing Company	Local Pittsburgh Chevrolet Dealers
Personna Blade Co., Inc.	International Shoe Company	Pharma-Craft Corp., Inc.	Larus and Brother Company, Inc.	Serutan Company

. . . . USE DU MONT FOR VALUE

*1951 Du Mont Television Network Advertisers

VALUABLE IN SELLING . . . .

Bond Clothes	Chesebrough Manufacturing Company	Hazel Bishop, Inc.	Consolidated Cigar Company	Bymart—Tintair, Inc.
General Foods Corporation	Curtis Publishing Co.	General Tire and Rubber Company	Doeskin Products	Hamilton Watch Company
Johnson and Johnson	Walter H. Johnson Candy Company	P. Lorillard Company	Kaiser-Frazer Sales Corporation	Luden's, Inc.
Arthur Murray Dance Studios	Motorola, Inc.	National Distillers Inc.	Pepsodent Division	Rosefield Packing Company
Sterling Drug Company	Tidewater Associated Oil Company	Stoppers, Inc.	U. S. Armed Forces	Admiral Corp.

IN TELEVISION

DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

Davis

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

N. B. C. TELEVISION NETWORK

NILES TRAMMELL
Chairman of the Board

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.

TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

JOSEPH H. McCONNELL
President

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washington, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

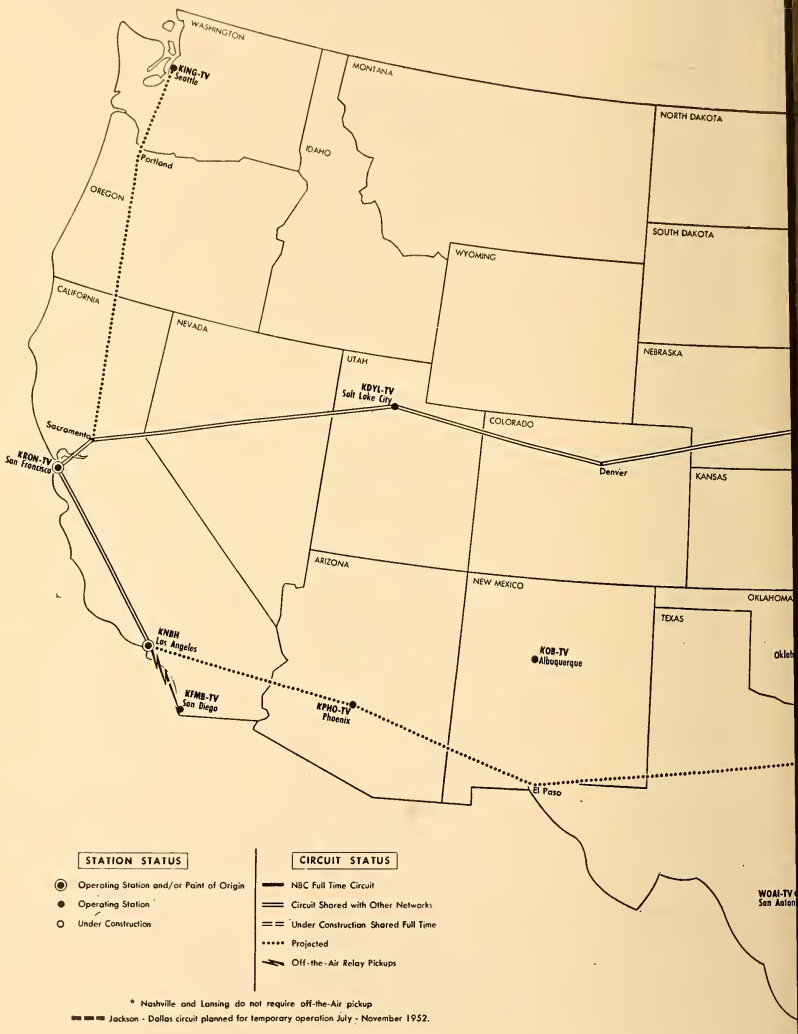
McCONNELL

CHARLES R. DENNY
Executive Vice-President

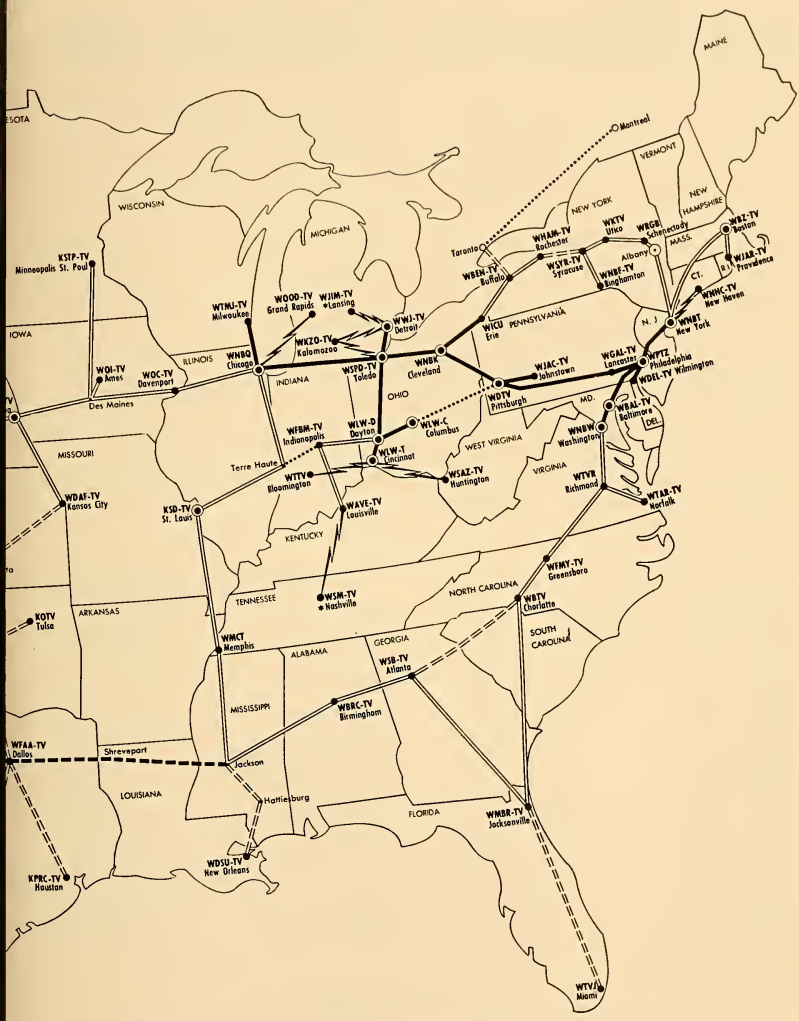
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appelate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.

DENNY

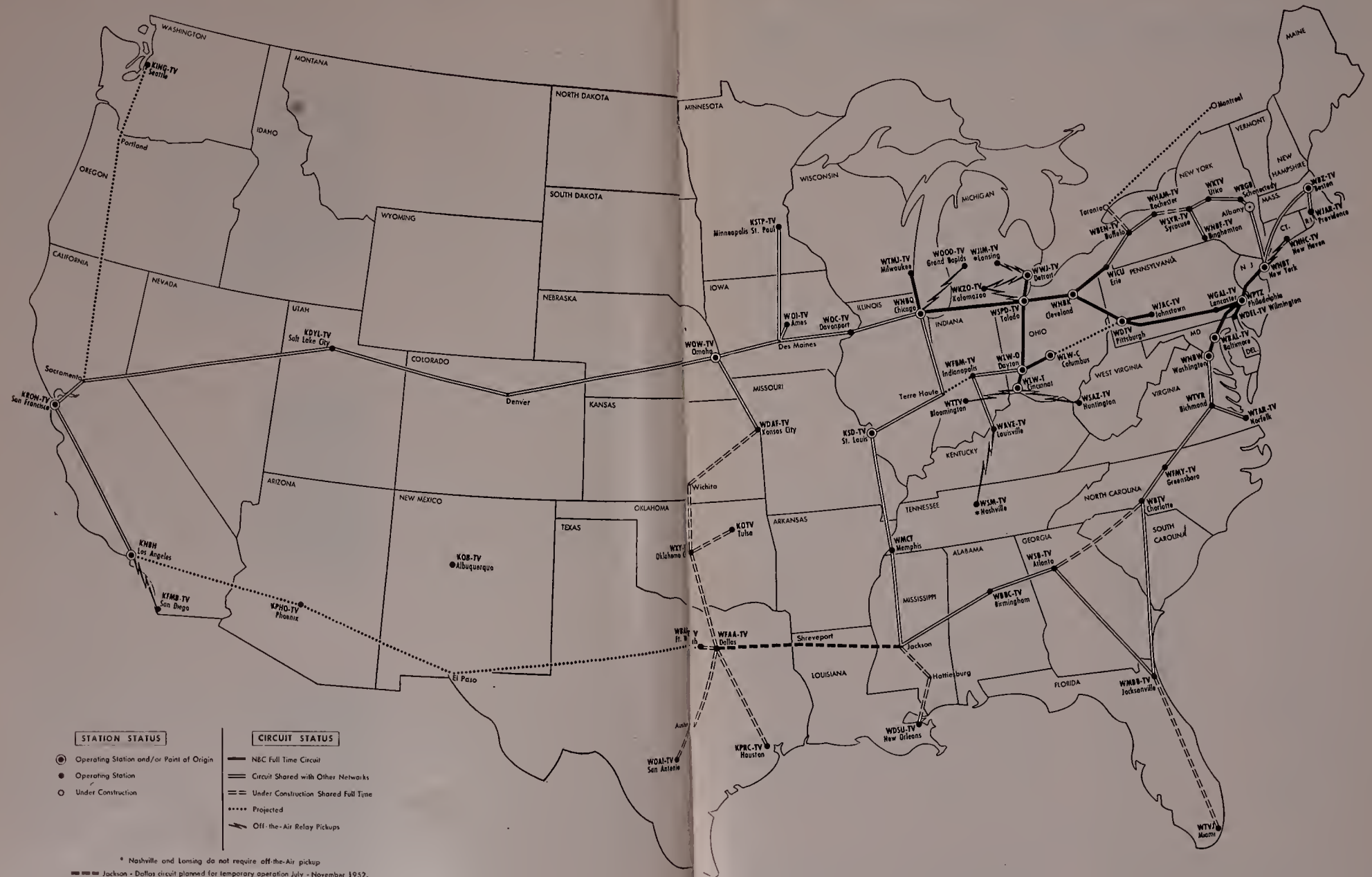
NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NATIONAL
BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell, Chairman

John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison
Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Joseph H. McConnell
Edward J. McGrady
David Sarnoff
Sylvester L. Weaver, Jr.

OFFICERS

Niles Trammell.....Chairman of the Board
Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
Joseph V. Heffernan.....Financial Vice President
Harry Bannister .....Vice President
Charles C. Barry.....Vice President
William F. Brooks.....Vice President
Ted Cott.....Vice President
Sydney H. Eiges,.....Vice President
George H. Frey,.....Vice President
James M. Gaines.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
John K. Herbert.....Vice President
Harry C. Kopf.....Vice President
Edward D. Madden.....Vice President
Gustav B. Margraf.....V.P. & General Attorney
Frank M. Russell.....Vice President
Robert W. Sarnoff.....Vice President
Carleton D. Smith.....Vice President
John K. West.....Vice President
Sylvester L. Weaver, Jr.....Vice President
Frederic W. Wile.....Vice President
Harry F. McKeon.....Controller
Lewis MacConnach .....Secretary
Felix Schleenvoigt .....Assistant Secretary
John Q. Cannon.....Assistant Secretary
Thomas E. Ervin.....Assistant Secretary
Paul B. Lynch.....Assistant Secretary
Joseph A. McDonald.....Treasurer
William A. Williams.....Assistant Treasurer

TELEVISION NETWORK

Sylvester L. Weaver, Jr.....Vice President in Charge of Television Network
Edward D. Madden.....Vice President in Charge of Television Network Operations & Sales
Richard A. R. Pinkham.....Manager of Planning for the Television

Controllers Departments

Charles J. Cresswell...Controller for Television Network
Francis X. O'Shea.....Manager of the Accounting Department
William V. Sargent.....Manager of Planning & Auditing Department

Operations Departments

E. Lyman Munson.....Director of TV Network Operations
Stanton Osgood....Assistant to the Director of TV Network Operations & Manager of Theatre TV
William Roden.....TV Personnel Supervisor
J. Robert Myers.....Manager of Television Purchasing Department
James A. Glenn.....Manager of Special Effects Department

Production Services Department

Robert Wade.....Executive Coordinator of Production Development
Ernest T. Heiss.....Mgr. Prod. Operations
Benjamin Webster.....Manager of Staging Services Division
Anthony Hennig.....Mgr. TV Network Studio & Bldg. Ops.

Film & Kinescope Operations Department

Frank Lepore.....Manager of TV Film & Kinescope Operations Department

Technical Operations Department

Robert Shelby.....Director of TV Technical Operations Department
F. A. Wankel.....Manager of TV Technical Operations
Reid R. Davis...Television Operations Supervisor

Production Departments

Frederic W. Wile, Jr.....Vice President & Director of TV Network Production
Robert W. Sarnoff.....Vice President & Director of TV Production Units
Carl M. Stanton.....Manager of Commercial Program Planning
Thomas A. McAvity.....Director of Talent & Program Procurement
Davidson Taylor....General Production Executive
Leonard Hole.....TV Production Manager
Ernest Walling.....TV Program Manager
William McAndrew....Director of Public Affairs

Station Relations Department

Harry Bannister.....Vice President in Charge
Sheldon B. Hickox, Jr....Director of TV Sta. Rel.

Public Relations Department

William F. Brooks.....VP in Charge
Frank Young.....Public Rel. Rep.

Press Department

Sydney H. Eiges.....VP in Charge of Press & Information
Anita L. Barnard.....Mgr. of Information
Allan H. Kalmus.....Mgr. of TV Network Publ.
Samuel Kaufman.....Editorial Director
William A. J. Lauten.....Trade Press Editor

News, Special Events and Sports Department

Frank McCall.....Director of TV News & Special Events
Adolph Schneider.....Manager of TV News & Special Events Operations
James Dolan.....Assistant Director of TV Sports

Sales Departments

George H. Frey.....Vice President & Director of TV Network Sales
Edward R. Hitz.....TV Network Eastern Sales Manager
Frank Reed.....Manager of TV Sales Service Department
John Cron.....Manager of Film Syndicated Sales

Sales Development Department

Ruddick C. Lawrence.....Director of TV Sales Development

Advertising and Promotion Department

James H. Nelson.....Manager of TV Advertising & Promotion

Sales Planning & Research Department

Robert McFadyen.....Manager of TV Sales Planning & Research

TELEVISION SALES OFFICE—DETROIT

622 Lafayette, West,
Detroit, Michigan
Tel.: Woodward 2-2000

Walter Gross.....Manager of TV Network Sales—Detroit
Eugene Hoge.....Manager of TV Network Sales—Chicago
John T. Williams.....Manager of TV Network Sales—Hollywood

Owned & Operated Stations

James M. Gaines.....Vice President for the Owned & Operated Stations
Thomas Rowe.....Assistant Controller

National Spot Sales Department

Thomas B. McFadden.....Director of National Spot Sales
John H. Reber.....National Mgr. for TV
Richard H. Close.....National Mgr. for Rep. Stations
H. Norman Neubert.....Manager of Sales Development, Advertising & Promotion

WNBT—New York

Ted Cott.....General Manager of WNBC, WNBC-FM, WNBT
Charles Philips.....Exec. Admin. & Sales Mgr., WNBT
Theodore Zaer.....Controller for WNBC, WNBC-FM, WNBT
Jay Smolin.....Director of Radio & Television Advertising & Promotion
Philip Dean.....Director of Publicity, WNBC-WNBT
George Wallach.....Supervisor of News & Special Events, WNBC-WNBT
Richard Pack....Manager of Television Program Department (WNBT)

WMAQ, WMAQ-FM, WNBQ—CHICAGO
Merchandise Mart, Chicago 54, Illinois
Tel.: Superior 7-8306

Harry C. Kopf.....Vice President and General Manager
John Whalley .....Controller
Thomas Compere...Attorney—Labor Consultant
Glenn Uhles.....Supervisor of Personnel & Office Services
Robert Kendall.....Supervisor of Package Programs & Talent Contracts
Everett Mitchell...Agricultural Program Director
Judith Waller.....Director of Education
John Keys.....Supervisor of Radio & Television Advertising & Promotion (WMAQ-WNBQ)
Leonard Anderson.....Manager of Integrated Services Department
Harry Ward.....Supervisor of Continuity Acceptance
George Gilbert.....Supervisor of Guest Relations & Night Operations
William Ray.....Manager of News, Press & Public Affairs Department
Jules Herbuveaux.....Director of Television Operations (WNBQ)
George Heinemann.....Television Program Manager (WNBQ)
John McPartlin.....Manager of TV Sales Department (WNBQ)
Howard Luttgens.....Engineer in Charge
Paul Moore.....Supervisor of TV Technical Operations (WNBQ)
Eugene Hoge.....Manager of Television Network Sales

WTAM, WTAM-FM, WNBK—CLEVELAND
815 Superior Avenue, Cleveland 14, Ohio
Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

KOA, KOA-FM—DENVER
1625 California Street, Denver 2, Colorado
Tel.: Main 6211

Charles C. Bevis.....General Manager

HOLLYWOOD OFFICE & STATION KNBH
Sunset Blvd. & Vine St., Hollywood 28, Calif.
Tel.: Hollywood 9-6161

John K. West.....Vice President—Hollywood
Lewis Frost.....Asst. to the Vice President & Director of Integrated Services Dept.
Donald Norman.....General Manager of Station KNBH
Norman Blackburn.....Director of Television Network Operations
John T. Williams.....Manager of Television Network Sales
Frank Dellett .....Controller
Donald Honrath.....Manager of Continuity Acceptance
Roger Sprague.....Manager of News, Special Events & Sports
Paul Gale.....Manager of Stations and Traffic Department
Carol P. Ewing.....Controller, Station KNBH
Albert Cole.....Manager of Television Program Department
Richard Eisiminger.....Supervisor of Television Advertising & Promotion
Robert Clark...Manager of Television Technical Operations
Robert Pelgram.....Manager of Television Press Department
Earl Rettig.....Television Network Operations Manager
Howard Ross.....Talent Buyer

KNBC, KNBC-FM—SAN FRANCISCO
Taylor & O'Farrell Sts., San Francisco 2, Calif.
Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

WRC, WRC-FM, WNBW—WASHINGTON
Trans Lux Building, 14th St. & New York Ave.
Washington 5, D. C.
Tel.: Republic 4000

Eugene Juster.....General Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBT.....New York (Television)
WNBW .....Washington (Television)
WNBK .....Cleveland (Television)
WNBQ .....Chicago (Television)
KNBH .....Hollywood (Television)

SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.

Scalpone

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

The second fundamental we've learned is that of simplicity.

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

Now the third fundamental we've learned. The best salesmen in the world are people.

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

Success story board

Camera Directions and Script Outline for Mr. Television

Establish shot on Camera 1: Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved.

Move in for close-up: or one **super** example in the automotive field . . .

Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.

Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those extra customers – at a low, low budget.

Zoom on Camera 1: It's "TODAY" – the startling morning operation that's revolutionizing television's daytime position.

Hold on close-up: That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.

Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods –

Move in on Camera 2: Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.

Fade to Camera 3: Today, TV delivers 18.6 **extra** customers per dollar in the evening – 18.7 in daytime.

Cut to long shot: And of course, it's an NBC – where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

NBC *television*

The network where success is a habit

IF . . . you plan to operate
. . . you already operate
. . . . . a television station

THEN you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The PETER R. LEVIN Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

COORDINATED . . .

- ARCHITECTURAL SERVICE
- STATION DESIGN
- BUSINESS PLANNING
- MARKET STUDIES
- OPERATIONS BUDGETING
- SALES ANALYSIS

For details on these and many other comprehensive or specific services, we invite your inquiry.

PETER R. LEVIN

Management Counsel in Radio and TV

425 East 53rd Street • New York 22, N. Y.

ELdorado 5-3857

TELEVISION STATIONS

Alphabetically Listed
by Cities — Call Letters

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WSB-TV	Atlanta, Ga.	1067
WSM-TV	Nashville, Tenn.	1087
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TV STATIONS IN THE UNITED STATES

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS DUM

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.
Owned-Oper. By.....Voice of Alabama, Inc.
Business-Studio Address...Protective Life Bldg.
Phone Number 3-8116
Transmitter Location.....Radio Park-Red Mt.
Air Time.....99½ hours weekly
News Service .....INS
Representative.....CBS TV Spot Sales
Membership .....NARTB
Ch. of the Board.....Ed Norton
Pres., Treas.....Thad Holt
Gen., Sta., Comm. Mgr.....C. P. Persons, Jr.
Chief Engineer.....Jimmy Evans
Manager of Operations.....E. H. Mitchell
Consulting Engr.....A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4.....AP: 7.25....VP: 14.25 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....1727 Second Ave. N.
Phone Number 4-7741
Transmitter Location.....Red Mountain
Air Time.....115 hours weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.75 Kw.....VP: 17.5 Kw.
Owned-Oper. By.....Phoenix Television, Inc.
Studio Address.....631 North First Ave.
Phone Number 4-7367
Transmitter Location.....Westward Ho Hotel
Air Time .....70 hrs. weekly
News Service .....AP
Representative .....Petry & Co.
Pres. & Gen. Mgr.....John C. Mullins
Sales Manager.....Julian Kaufman
Traffic Manager.....Ann Rush
Program Director.....William Burton
Chief Engineer.....George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 14.7 Kw.....VP: 29.4 Kw.
Owned-Oper. By....American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NOrmandy 3-3311
Transmitter Location.....Mt. Wilson
Air Time.....87½ hours weekly
News Service.....AP, INS
Representative .....ABC Spot Sales
President .....Robert E. Kintner (ABC)
Board Chairman.....Edward Noble
Asst. Treasurer.....Ernest Felix
Sta. Mgr., Western Div. TV Dir..Donn B. Tatum
Sales Manager.....Robert F. Laws
TV Pgm., Prod. Dir.....Cecil W. Barker
TV Program Manager.....Alvin G. Flanagan
Sales Promotion Dir.....John S. Hansen
Dir. of News & Special Events..F. La Tourette
Production Manager.....Darrell E. Ross
Publicity Director.....Victor E. Rowland
Film Director.....Eloise Reeves
Manager TV Engr.....Cameron G. Pierce
Tech. Operations Mgr.....Philip G. Caldwell
Consulting Engineers.....Kear & Kennedy

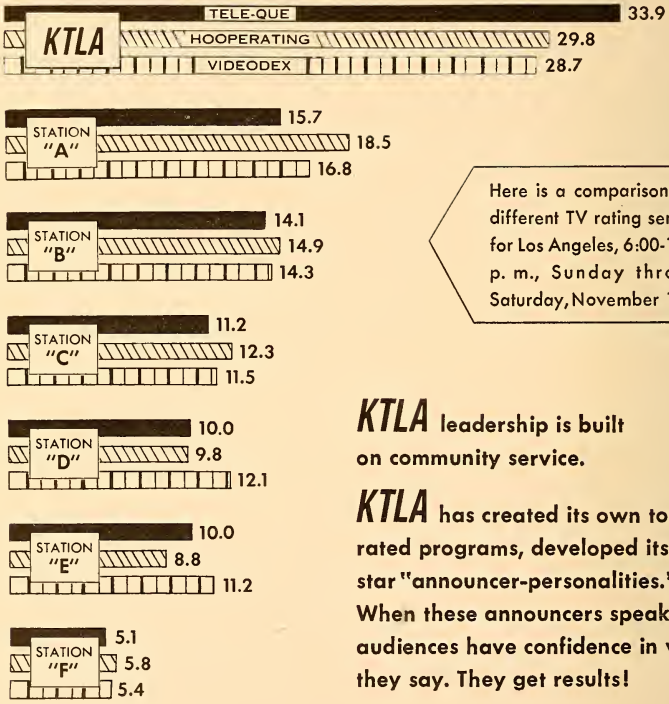
KLAC-TV

HOLLYWOOD—1948

Channel: 13...AP: 15.75 Kw....VP: 31.4 Kw.
Owned-Oper. By.....KMTR Radio Corp.

CHANNEL 5 **KTLA** LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA Paramount Television Productions Inc.

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Transmitter Location.....Atop Mt. Wilson
Air Time.....98 hours weekly
News Service.....INS, UP
Representative.....Katz Agency Inc.
President .....Dorothy Schiff
Exec. V.P., Gen. Sta. Mgr.....Don Fedderson
Commercial Manager.....Dave Lundy
Program Director.....Fred Henry
Promotion Director.....Joe Coffin
Dir. of News & Special Events.....Fred Henry
Production Manager.....Don Forbes
Publicity Director.....Mickey Freeman
Director of Film, Remotes.....Fred Henry
Chief Engineer.....Robert W. Conner
Consulting Engr.....Craven, Lohnes & Culver

KNBH

HOLLYWOOD—1949—NBC

Channel: 4....AP: 13.32 Kw....VP: 25.25 Kw.
Owned-Oper. By...National Broadcasting Co.
Bus.-Studio Address.....Sunset & Vine St.
Phone Number .....Hollywood 9-6161
Transmitter Location.....Mt. Wilson
Air Time.....88 hours weekly
News Service.....AP, INS, UP
General Manager.....Thomas B. McFadden
Commercial Manager.....Donald A. Norman
Program Director.....Albert V. Cole
Promotion Director.....Richard Eisiminger
Dir. of News & Spec. Events.....William Park
Publicity Director.....Robert Pelgram
Film Director.....Robert Guggenheim
Director of Remotes.....William Bennington
Chief Engineer.....Robert W. Clark

KNXT

HOLLYWOOD—1948—CBS

Channel: 2.....AP: 12.5 Kw.....VP: 25 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HOllywood 9-1212
Transmitter Location.....Mt. Wilson
Air Time.....90 hours weekly
Representative.....CBS TV spot Sales
President (CBS).....Frank Stanton
Pres. (CBS TV Div.).....J. L. Von Volkenburg
Vice-Pres. (Net. Pgms.).....Harry S. Ackerman
General Manager.....Wilbur S. Edwards
Sales Manager.....James T. Aubrey Jr.
Sales Prom. Dir.....Tony Moe
Program Director.....Bill Brennan
Chief Engineer.....Lester H. Bowman

KHJ-TV

LOS ANGELES—1948

Channel: 9....AP: 15.7 Kw.....VP: 30.2 Kw.
Owned-Oper. By..Thos. S. Lee Enterprises Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HUdson 2-2133
Transmitter Location.....Mt. Wilson
Air Time.....70 hours weekly
News Service.....AP, INS
Program Director.....Kenneth Higgins
National Adv. Mgr.....John Bradley
Operations Director.....Tony LaFranc

KTLA

LOS ANGELES—1947
PARAMOUNT

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....HOllywood 9-3181
Transmitter Location.....Mt. Wilson
Air Time.....70 hours weekly
News Service.....UP, Acme & Telenews
Representative.....Paul H. Raymer
Membership .....NARTB
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Sales Manager.....Harry Maynard
Publicity Director.....Howard Wormser
Production Supervisor.....J. Gordon Wright
Director of News & Special Events....Jon Rice
Manager Studio Operations.Charles Theodore
Film Director.....Leland G. Muller
Director of Remotes.....John Silva
Chief Engineer .....Raymond Moore

KTTV

LOS ANGELES—1949—DuM

Channel: 11....AP: 16.6 Kw.....VP: 30.9 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....HUdson 2-7111
Transmitter Location .....Mt. Wilson
Air Time.....76¾ hours weekly
News Service .....AP
Representative .....Blair-TV, Inc.
President .....Norman Chandler
General Manager.....Richard A. Moore
Commercial Manager.....Frank G. King
Operations Director.....Robert Purcell
Prom., Pub. Dir.....John R. Vrba
Dir. of Production.....Bob Breckner
Film Director.....Tom Corradine
Chief Engineer.....Edward Benham
Consulting Engineer.....Caven, Lohnes and Culver, Washington, D. C.

KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC
DUMONT

Channel: 8.....AP: 12.7 Kw.....VP: 27 Kw.
Owned-Oper. By.....Kennedy Bcstg. Co.
Business Address.....1405 Fifth Ave.
Phone Number .....Main 2114

More national spot advertisers buy KTTV than any other Los Angeles TV station.

For complete details on the market and KTTV, ask your Blair-TV man.

KTTV

Los Angeles Times Television

Transmitter Location.....Mount Soledad
Air Time.....95 hours weekly
Representative .....Branham
News Service .....AP
Membership .....NARTB
Chairman of Board.....John A. Kennedy
General Manager.....Howard L. Chernoff
Commercial Manager.....William Edholm
Prom., Pub. Rel.....Lisle F. Shoemaker
Program Manager.....Bill Fox
Chief Engineer..... .....Thornton Chew

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7.....AP: 13 Kw.....VP: 27 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Transmitter Location..Mt. Sutro, ABC TV Ctr.
Air Time.....85 hours weekly
Representative.... .....ABC Spot Sales
President (ABC).....Robert E. Kintner
Gen., Sta. Mgr.....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Program Director.....Bloyce Wright
Promotion Director.....Gordon Grannis
Dir. of News and Spe. Events.. ....Vic Reed
Production Manager.....Bill Hollenbeck
Publicity Director.....Gordon Grannis
Film Director.....Phyllis Towner
Director of Remotes.....Bill Hollenbeck
Chief Engineer..... .....A. E. Evans
Consulting Engineer.....Keary & Kenneddy

KPIX

SAN FRANCISCO—1948—CBS DUMONT

Channel: 5....AP: 16.2 Kw.....VP: 30.5 Kw.
Owned-Oper. By.....KPIX, Inc.
Bus. Studio Address.....Mark Hopkins Hotel
Phone Number.....PRospect 6-6200
Trans. Location.....Roof, Mark Hopkins Hotel
Air Time.....85 hours weekly
News Service.....INS, UP
Representative .....Katz
Membership .....NARTB
President..... .....Wesley I. Dumm
Sta., Gen. Mgr.....Philip G. Lasky
Commercial Manager.....Lou Simon
Program Director.....Sanford Spillman
Production Manager.....George Mathiesen
Promotion Dir.....Kay Mulvihill
Film Director.....William Ray
Dir. of Engineering.....A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GA-field 1-1112
Transmitter Location..TV Peak, San Bruno Mt.
Air Time..... .....70 hours weekly
News Service.....AP
Representative.....Free and Peters
General Manager.....Charles Thieriot
Director of Television.....Harold P. See
Commercial Manager.....Norman Louvau
Program Director.....A. H. Constant
Chief Engineer.....R. A. Isberg

CONNECTICUT

WNHC-TV

NEW HAVEN—1948 ABC-CBS-NBC-DuM

Channel: 6....AP: 7.5 Kw.....VP: 15.1 Kw.
Owned-Oper. By....The Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number 6-9826
Transmitter Location.....Gaylord Mt.
Air Time.....100 hours weekly
News Service.....AP, INS
Representative .....Katz
Membership .....NARTB
President.....Patrick J. Goode
Sec.-Treas. .....Aldo De Dominicis
General Manager.....James T. Milne
Commercial Manager.....Vincent J. Callanan
Production Manager.....David K. Harris
Dir. of News &
Special Events.....W. Rockwell Clark
Publicity Director.....William Dukeshire
Chief Engineer.....Vincent DeLaurentis

DELAWARE

WDEL-TV

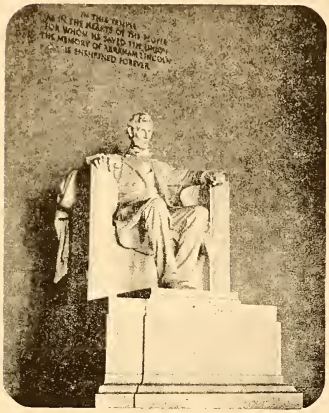
WILMINGTON—1949—NBC-DuM

Channel: 7.....AP: .5 Kw.....VP: 1 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.
Air Time.....85 hours weekly
Phone Number 7268
Transmitter Location.....New Castle County
News Service .....UP
Representative .....Meeker
Membership .....NARTB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director.....James Adshead
Technical Director.....J. E. Mathiot

of the people

by the people

for the people



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's *first* television station has carried more locally-produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's *first* and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.
New York • Chicago

Richard Railton Company
San Francisco

NOW IN OUR 6TH YEAR

DISTRICT OF COLUMBIA

WNBW

WASHINGTON—1947—NBC

Channel: 4....AP: 10.5 Kw.....VP: 20.5 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address.....Translux Bldg., 14th & N. Y. Ave. N.W.
Phone Number.....REpublic 4000
Transmitter Location....Wardman Park Hotel
Air Time.....91½ Hours Weekly
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership .....NARTB, TBA
Wash. Vice-Pres.....Francis Russell
General Manager.....Eugene Juster
Business Manager.....George Sandefer
Commercial Manager.....Charles de Lozier
Program Director.....Ralph Burgin
Promotion Director.....John E. Ghilain
Dir. News & Spe. Events....Julian Goodman
Production Manager.....George Dorsey
Chief Engineer.....Charles Colledge

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7.... AP: 12 Kw.....VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Transmitter.....Campus American Univ.
Air Time.....65 hours weekly
Newspaper Affiliation.....The Evening Star
Membership .....NARTB
News Service.....AP, INS, UP
President .....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor, Jr.
Program Director.....Charles Kelly
Director of News & Spec. Events Bryson Rash
Publicity Director.....Mary Pauline Perry
Film Director.....Charles Bloomquist

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9....AP: 14.4 Kw.....VP: 27.3 Kw.
Owned-Oper. By.....WTOP, Inc.
Business Address.....Warner Building
Phone Number.....Me. 3200
Transmitter Location....40th and Brandywine St., N.W.
Air Time.....100 hours weekly
Newspaper Affiliation.....Washington Post
News Service.....AP, INS, UP
Membership .....NARTB
Pres., Gen. Mgr.....John Hayes
Commercial Manager.....George Hartford
Prod. Manager.....E. I. Halbert

Pub. & Prom. Director.....Cody Pfanstiehl
Film Director.....C. D. Dyatt
Chief Engineer.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5....AP: 10.5 Kw.....VP: 17.5 Kw.
Owned-Oper. By..Allen B. DuMont Labs., Inc.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 5300
Transmitter.....5217 19th Rd., N.; Arlington
Air Time.....100 hours weekly
News Service .....UP
Representative...Harrington, Righter, Parsons
President.....Dr. Allen B. DuMont
General Manager.....Walter Compton
Commercial Manager.....Perry Walders
Program Director.....Roger Coelos
Film Director.....Jules Huber
Chief Engineer.....Malcolm M. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC

Channel: 4.....AP: 7.4 Kw.....VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....B. O. Box 5187
Phone Number 9-4475
Transmitter Location.....Southampton & Vine
Air Time.....95 hours weekly
News Service .....INS
Representative .....Avery-Knodel
General Manager.....Glenn Marshall, Jr.
Pgm., Prom. Director.....Bernie Adams
News Dir., Prod. Mgr.....Bill Terry
Chief Engineer.....Ernest Vordermark
Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4....AP: 8.25 Kw.....VP: 16.5 Kw.
Owned-Oper. By.....Wometco Theatres
Business-Studio Address.....17 3rd St., N.W.
Transmitter Location.....Everglades Hotel
Air Time.....105 hours weekly
News Service.....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
Vice-Pres., Gen. Mgr.....Lee Ruwitch
Business & Sales Mgr.....John S. Allen
Program Director.....Lee Phillips
Pub. & Prom. Director.....Burt Toppan
Film Director.....Labe B. Mell
National Sales Mgr.....Arthur L. Gray
Dir. of News & Special Events...Ralph Renick
Program Coordinator.....John A. Shay
Chief Engineer.....Earl W. Lewis

W N B W . . .

your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of $2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leif Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings—American Research Bureau, Nov. 1-8, 1951)
(Market data—Sales Management Survey of Buying Power, 1951)

W
N
B

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience
- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area
52,000 TV Sets In 0.1 MV/m (60 mi. Radius)
43.3% TV Penetration
43,472 TV Sets In Duval County
50.6% TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
	Union	2,200	58
GEORGIA	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

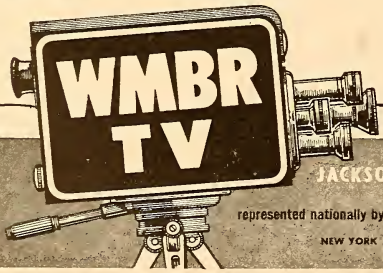
"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

Live, Film or Slide copy accepted



CBS
NBC
DuM
ABC

JACKSONVILLE, FLORIDA CHANNEL 4

represented nationally by: AVERY-KNODEL, INC.

NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • ATLANTA

GEORGIA

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5 ... AP: 13.5 Kw. ... VP: 26.5 Kw.
Owned-Operated By ... Fort Industry Co.
Bus.-Studio Address ... 1018 W. Peachtree, N.W.
Phone Number ... Emerson 2541
Trans. Location ... 1018 W. Peachtree, N.W.
Air Time ... 105 hours weekly
News Service ... AP
Representative ... Katz
President ... George B. Storer
Commercial Manager ... John W. Collins, Jr.
News Director ... Dale Clark
Chief Engineer ... George B. Smith
Consulting Engineer ... A. Earl Cullum, Jr.

WLTV

ATLANTA—1951—ABC

Channel: 8 ... AP: 12.5 Kw ... VP: 23.8 Kw.
Owned-Oper. By ... Broadcasting Inc.
Address ... 15 Forsyth St. S.W.
Phone Number ... CYpress 6676
Transmitter Location ... 1601 W. Peachtree St.
Air Time ... Varies
News Service ... AP
Representative .. Harrington, Righter & Parsons
President ... Walter C. Sturdivant
Vice-Pres. & Gen. Mgr ... William T. Lane
Commercial Manager ... George P. Moore
Program Director ... Roger O. Van Duzer
Technical Director ... Harvey J. Aderhold
Traffic Manager ... Ann Hutcheson
Film Director ... John Barry

WSB-TV

ATLANTA—1948—NBC

Channel: 2 ... AP: 25 Kw. ... VP: 50 Kw.
Owned-Oper. By ... The Atlanta Newspapers
Address ... 1801 W. Peachtree
Phone Number ... Atwood 3827
Air Time ... 98 hours weekly
Newspaper Affiliations .. Atlanta Newsp., Inc.
News Service ... UP
Representative ... Petry
Membership ... NARTB
Managing Director ... J. Leonard Reinsch
General Manager ... John M. Outler, Jr.
Commercial Manager ... Frank Gaither
Program Director ... Marcus Bartlett
Promotion Director ... Vincent Piano
Dir. of News & Spec. Events ... James Bridges
Production Manager ... Mark Toalson
Publicity Director ... Wayne Anderson
Film Director ... Jean Hendrix
Chief Engineer ... C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1941—CBS

Channel: 4 ... AP: 12.7 Kw ... VP: 25.4 Kw.
Owned-Operated By ... Balaban & Katz Corp.
Bus.-Studio Address ... 175 North State St.
Phone Number ... RAndolph 6-8210
Transmitter Location ... 33 North LaSalle St.
Air Time ... 110 hours weekly
News Service ... UP, INS
Representative ... Weed
Membership ... TBA
Gen., Sta. Manager ... John H. Mitchell
Comptroller ... Mathew E. Vieracker
Program Manager ... S. C. Quinlan
Dir. of News & Spec. Events ... Ulmer Turner
Publicity Director ... Lee Salberg
Production Manager ... William Ryan
Film Director ... Carl Russell
Chief Engineer ... William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7 ... AP: 14.0 Kw ... VP: 28.3 Kw.
Owned-Operated By ... American Bcstg. Co.
Business-Studio Address ... 20 N. Wacker Dr.
Phone Number ... ANdover 3-0800
Transmitter Location ... Atop Opera Bldg.
Air Time ... 94½ hours weekly
News Service ... AP, INS
V.P. in Chg. ... John H. Norton, Jr.
Sta., Sales Mgr ... Roy McLaughlin
Program Director ... James S. Pollak
Promotion Director ... Dean D. Linger
Dir. of News & Spec. Events . Cornelius O'Dea
Publicity Director ... Elliott Henry
Film Director ... Polly Thompson
Chief Engineer ... Edward C. Horstman

WNBQ

CHICAGO—1949—NBC

Channel: 5 ... AP: 12.29 Kw ... CP: 23.25 Kw.
Owned-Operated By ... National Bcstg. Co.
Business-Studio Address ... Merchandise Mart
Phone Number ... SUperior 7,8300
Transmitter Location ... Civic Opera Bldg.
Air Time ... 94 hours weekly
News Service ... AP, INS, UP
Representative ... NBC Spot Sales
Membership ... NARTB
President of NBC ... Joseph McConnell
V.P. & Gen. Mgr ... Harry Kopf
TV Manager ... Jules Herbuveaux
Commercial Manager ... John J. McPartlin
Program Director ... George Heinemann
Promotion Director ... John Keys

. . . HERE'S TV COVERAGE

. . . A WGN-TV advertiser made an introductory offer on his first program . . . a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late . . . if you want results . . .

call your WGN-TV representative for availabilities

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Jack Ryan
Film Procurement.....Isabel Cooney
Chief Engineer.....Howard C. Luttgens

WGN-TV

CHICAGO—1948—DuM

Channel: 9.....AP: 14.5 Kw.....VP: 29.0 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number .....SUperior 7-0100
Transmitter Location.....Tribune Tower
Air Time.....95-100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, AP
Representative.....George P. Hollingbery
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
TV Sales Manager.....Ted Weber
Program Director.....Jay E. Faraghan
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

WHBF-TV

ROCK ISLAND—1950—ABC-CBS DuM

Channel: 4.....AP: 11.7 Kw.....VP: 23.5 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number.....R. I. 6-5441
Air Time.....80 hours weekly
News Service ....INS
Representative .....Avery-Knodel, Inc.
Membership .....NARTB
President.....Ben H. Potter
Gen., Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.. .....Forest W. Cooke
Promotion Director.....(Miss) Fern Hawks
Prod., News, Spe. Ev. Dir..Charles F. Harrison
Publicity Director.....(Miss) Fern Hawks
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

INDIANA

WTTV

BLOOMINGTON—1949
ABC-CBS-NBC-DuM

Channel: 10....AP: 17.5 Kw....VP: 35 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....535 S. Walnut St.
Phone Number 2-3366
Air Time.....80 hours weekly
News Service .....AP
Representative.....Robert Meeker Assoc.
General Manager.....Glenn Van Horn
Sta., Comm. Mgr.....Robert Lemon
Program Director.....Robert Petranoff
Promotion Director.....Jim Ratcliffe
Film Director.....Al Fiscus
Dir. of Spec. Events.....Maurice Latimer
Chief Engineer.....Morton L. Weigel
Consulting Engineer.....Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6.....AP: 18.1 Kw.....VP: 30.8 Kw.
Owned-Operated By.....WFBM, Inc.
Bus.-Studio Address.....1330 N. Meridian St.
Phone Number.....Lincoln 8506
Transmitter Location....Merchants Bank Bldg.
Air Time.....105 hours weekly
News Service .....AP,.INS
Representative .....Katz
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Harry M. Bitner, Jr.
Comm. Manager.....William F. Kiley
Program Director.....Hugh Kibbey
Promotion Director.....David F. Milligen
Dir. of News.....Gilbert Forbes
Film Director.....Earl Johnson
Chief Engineer.....Harold S. Holland

WHY IS AP THE BEST?

BECAUSE—AP is more experienced than any other news service . . . more than 100 years collecting and distributing news.

First

in educational television

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV **CBS-TV** **ABC-TV** **DuMont-TV**

IOWA

WOI-TV

AMES—1950

Channel: 4.....AP: 8 Kw.....VP: 15.6 Kw.
Owned-Operated By.....Iowa State A & M
Bus.-Studio Address..Service Bldg., Iowa State College
Phone Number.....2500 Extension 570
Transmitter Location.....Ames
Membership .....NARTB
President.....Charles E. Friley
General Manager.....Richard B. Hull
Sta., Comm. Manager.....Robert Mulhall
Program Director.....Edward Wegener
Production Manager.....Edward Wegener
Film Director.....J. Wilson Dunlop
Chief Engineer.....L. L. Lewis

WOC-TV

DAVENPORT—1949—NBC

Channel: 5....AP: 12.5 Kw.....VP: 22.9 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number 3-3661
Transmitter Location .....Bettendorf
Air Time.....85¼ hours weekly
News Service ....UP
Representative.....Free & Peters, Inc.
Membership .....NARTB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres..... Ralph Evans
Secretary.....William D. Wagner
Vice-President .....Paul Loyet
Resident Manager.....Ernest Sanders
Resident Sales Mgr.....Mark Wodlinger
Program Director.....Charles Freburg
Promotion Director.....Fred Reed
Director of News.....Bob Frank
Publicity Director.....Paul Ives
Film Director.....Ken Wagner
Chief Engineer..... ..Paul Arvidson
Consulting Engineer.....A. D. Ring & Co.

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5.....AP: 12.1 Kw.....VP: 24.1 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....89 hours weekly
News Service.....AP, INS
Membership .....NARTB
Representative.....Free & Peters
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Program Director.....George Patterson
Director of Television.....John Boyle
Prom., Pub. Dir.....Cyrus D. Crites
Director of News.....Hugh Sutton
Production Manager.....Burt Blackwell
Film Director.....Irving Lively
Dir. of Remotes.....Walter K. Witherbee
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....Ring & Clark

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9.....AP: 50 Kw.....VP: 25 Kw.
Owned-Oper. By.....WHAS, Inc.
Address .....6th & Broadway
Phone ....Wabash 2211
Representative....Harrington, Righter, Parsons
News Service ....AP, UP
President .....Barry Bingham
Vice-Pres., Director.....Victor A. Sholis
Sales Director.....Neil D. Cline
Chief Engineer.....Orrin W. Towner

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

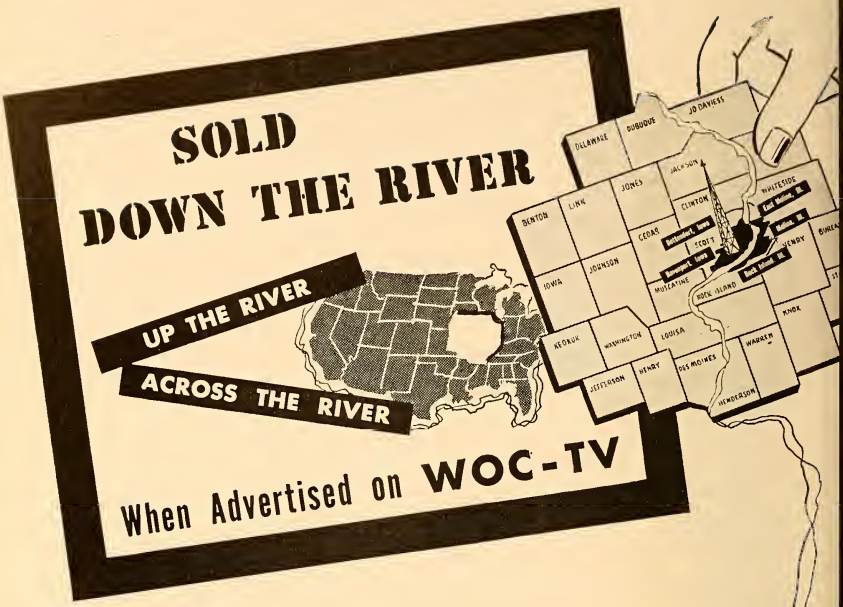
Channel: 6....AP: 15.0 Kw.....VP: 31.0 Kw.
Owned-Operated By....WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Transmitter Location....Hibernia Bank Bldg.
Air Time.....112 hours weekly
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB, BAB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
Commercial Manager.....A. Louis Read
Program Director.....John Muller
Prom., Pub. Dir.....Marion Annenberg
Dir. of News & Spec. Events.....Mel Leavitt
Film Director.....Rose Wetzel
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

MARYLAND

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13....AP: 13.8 Kw....VP: 26.1 Kw.



WOC-TV *Sells!*

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you'd BETTER ACT NOW.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. *Better act now* . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power *30.2% above the national per capita average* (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

WOC-TV
AM FM

Col. B. J. Palmer, ***President***
Ernest C. Sanders, ***Resident Manager***

Owned-Operated By....WAAM, Incorporated
Business Address.....3725 Malden Ave.
Phone Number.....MOhawk 7600
Transmitter Location.....3725 Malden Ave.
Air Time.....95 hours weekly
News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
President .....Ben Cohen
Exec. Vice-Pres.....Norman C. Kal
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Prog., Film Dir.....Herbert Cahan
Pgm. Operations Supr.....Harriet George
Dir. of News and Pub.....Joel Chaseman
Production Manager.....Paul Kane
Director of Engineering.....Benjamin Wolfe
Chief Engineer.....Glenn Lahman
Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11.....VP: 13 Kw.....AP: 27 Kw.
Owned-Operated By.....Hearst Radio, Inc.
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 3000
Transmitter Location..Violet and Cottage Ave.
Air Time.....103 hours weekly
News Service.....INS, UP, AP
Representative .....Edward Petry
Membership .....NARTB
President.....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education..Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....Jerre Wyatt
Sales Manager.....Willis K. Freiert
News & Publicity Mgr.....Thomas J. White, Jr.
Film Buyer.....John Frankenfield
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2.....AP: 8 Kw.....VP: 16 Kw.
Owned-Operated By.....The A. S. Abell Co.
Bus.-Studio Address..Baltimore & Charles Sts.
Phone Number.....MUlberry 5670
Transmitter Location.....Mathieson Bldg.
Air Time.....105 hours weekly
News Service .....AP
Representative .....Katz
President.....William F. Schmick
V.P., Dir. of Radio.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochran
Promotion Director.....Ralph T. Braun
Film Director.....David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.
Owned-Oper. By....Westinghouse Radio Stations, Inc.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service .....INS
Representative.....NBC Spot Sales
President .....Walter Evans
Sales Manager.....C. Herbert Masse
Station Manager.....W. C. Swartley
Program Manager.....W. Gordon Swan
Film Librarian.....Carl Lawton
Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw.....VP: 26.6 Kw.
Owned-Oper. By..Thomas S. Lee Enterprises Inc.
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Transmitter Location.....Medford
Air Time.....105 hours weekly
News Service .....UP
Representative.....H-R Reps. Inc.
President .....William O'Neil
Exec. V.P. & Gen. Mgr.....Linus Travers
V.P. in chg. TV.....George Steffy
Publicity Director.....Paul Keyes
Film Director.....James Pike
Technical Director.....Harry Whittemore

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2.....AP: 8.3 Kw.....VP: 16.5 Kw.
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Transmitter Location.....8009 Lyndon
Air Time.....110 hours weekly
News Service.....INS, UP
Membership .....NARTB
Representative .....Katz
President.....George B. Storer
V.P., Managing Dir.....Gayle V. Grubb
General Manager.....Richard E. Jones
Production Manager.....Lanny Pike
Prom. Mgr., Pub. Dir.....Joyce M. Chapman
Dir. of News & Special Events..Larry Ruppel

• • U. S. TV STATIONS • •

Film Director.....Bob Striker
Director of Remotes.....Ted Beimel
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

WWJ-TV

DETROIT—1947—NBC

Channel: 4....AP: 10.25 Kw....VP: 20.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....615 W. Lafayette
Phone Number.....WOodward 2-2000
Transmitter Loc.....Eight Mile & Myers Rd.
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative .....Hollingbery
Membership .....NARTB
Sta. Mgr.....Willard E. Walbridge
Program Director.....Melvin C. Wissman
Promotion Director.....Jake Albert
News Producer.....Tom Sutton
Production Manager.....Walter Koste
Publicity Director.....Fran Harris
Film Director.....Douglas Wright
Chief Engineer.....Edgar J. Love
Consulting Engineer.....William L. Foss

WXYZ-TV

DETROIT—1948—ABC

Channel: 7....AP: 13.9 Kw.....VP: 27.9 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOodward 3-8321
Studio-Transmitter Location...Maccabees Bldg.
Air Time.....126 hours weekly
News Service.....AP, UP
Representative.....ABC Spot Sales
President.....James G. Riddell
Commercial Manager.....Harold Christian
Station Manager.....John Pival
Promotion Director.....William Morgan
Dir. of Spec. Events & News..Richard Femmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

WOOD-TV

GRAND RAPIDS—1951
ABC-CBS-NBC-DuM

Channel: 7.....AP: 10 Kw.....VP: 20 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....Grand Rapids Nat'l Bank Bldg.
Phone Number 9-4211
Air Time.....84 hours weekly
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Harry M. Bitner, Sr.
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Promotion Director.....Howard Silbar
Dir. News & Spe. Events.....Bob Runyon
Production Manager.....Hal Kaufman
Film Director.....Clark Grant
Chief Engineer.....Robert Wilson
Consulting Engineer.....Harold M. Holland

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3....AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number 3-1223
Transmitter Location..Mr. Nr. Plainwell, Mich.
Air Time.....89 hours weekly
Representative .....Avery-Knodel, Inc.
Membership .....NARTB
Pres.., Gen., Sta. Mgr.....John E. Fetzer
Commercial Manager...Donald W. DeSmit, Jr.
Pgm., Prom., Film Dir.....Harry E. Travis
Pub. Affairs Adviser....Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6....AP: 20.6 Kw....VP: 10.3 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service .....INS
Phone 2-1333
Representative.....H-R Representatives
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Film Director.....Emil Popke

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5....AP: 17.3 Kw.....VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number .....Prior 2717
Air Time..... .....101½ hours weekly
News Service .....AP, UP
Representative .....Edward Petry
Membership .....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
V.P., Treas., Asst. Mgr.....K. M. Hance
V.P. in Chg. Sales.....Miller C. Robertson
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer..... ..John McMahon
Consulting Engineer.....Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4....AP: 9.2 Kw.....VP: 17.9 Kw.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
Owned-Oper. By..Mid-Continent Radio-TV Inc.
Transmitter Location.....Foshay Tower
Air Time.....112 hours weekly
News Service.....AP, UP, INS
Representative.....Free & Peters
President.....W. J. McNally
General Manager.....F. Van Konynenburg
Sales Manager.....Robert N. Ekstrum
Prom., Sales Director.....Robert N. Wold
Film Director.....Harry C. Jones
Director of TV.....Sherman Headley
Chief Engineer.....John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 11 Kw.....VP: 22 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Studio-Trans. Location....31st & Summit Sts.
Air Time.....85 hours weekly
Newspaper Affiliation..The Kansas City Star
News Service .....AP
Representative..Harrington, Righter, & Parsons
President.....Ray A. Roberts
Managing Director.....Dean Fizer
Commercial Manager.....E. M. Russo
Station Manager.....Bill Bates
Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel: 5....AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....110 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....Free & Peters
Membership .....NARTB
President .....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

375 MILES

OF FILM

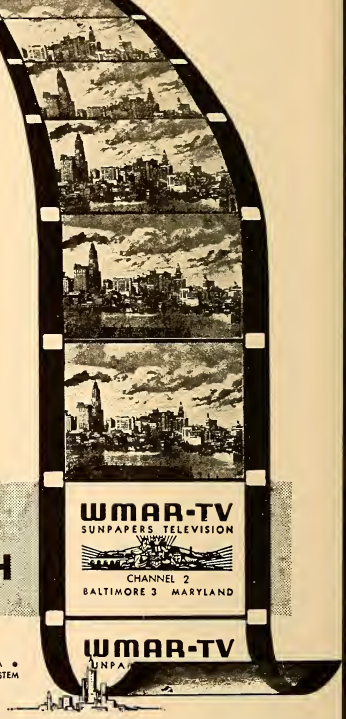
have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availibilities
7 days a week

IN MARYLAND MOST PEOPLE WATCH



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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

NEBRASKA

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address..TV Ctr., 2615 Farnam St.
Phone Number.....WEbster 9800
Air Time.....93 hours weekly
News Service .....UP
Representative .....Katz Agency
President.....Edward W. May
V.P., Gen. Sta. Mgr.....Owen Saddler
Commercial Manager.....Howard Peterson
Program Director.....Glenn Harris
Promotion Director.....Joe Baker
Dir. of News and Spe. Events.....Floyd Kalber
Production Director.....Lew Jeffrey
Film Director.....Bill Witt
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Wm. L. Foss

WOW-TV

OMAHA—1949—NBC

Channel: 6.....AP: 9.0 Kw.....VP: 17.2 Kw.
Owned-Oper. By....Radio Station WOW, Inc.
Business Address.....3509 Farnam St.
Phone Number.....WEbster 3400
Studio-Transmitter Location..3509 Farnham St.
Air Time.....98 hours weekly
News Service.....AP, UP
Representative .....Blair TV
Membership .....NARTB
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
National Sales Mgr.....Robert M. Dooley
Program Director.....Lyle DeMoss
Promotion, Publicity Director....Bill Wiseman
Dir. of News & Spec. Events.....Ray Clark
Production Manager.....Soren Munkhof
Chief Engineer.....Wm. J. Kotera

NEW JERSEY

WATV

NEWARK—1948

Channel: 13....AP: 15.3 Kw....VP: 30.5 Kw.
Owned-Oper. By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone Number.....MItchell 2-6400
Transmitter Location.....West Orange, N. J.
Air Time.....100 hours weekly
Representative .....Weed
Pres., Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edward S. Lennon
Program Director.....George Green
Film Director.....Robert Paskow
Vice-President.....Frank V. Bremer

NEW MEXICO

KOB-TV

ALBUQUERQUE—1948
ABC-CBS-NBC-DuM

Channel: 4.....AP: 2.5 Kw.....VP: 5 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....234 So. 5th
Phone Number 3-4411
Transmitter.....905 So. Buena Vista Blvd.
Air Time.....45 hours weekly
News Service .....AP
Pres., Gen. Mgr.....T. M. Pepperday
Sta. Mgr., Chief Engineer..George S. Johnson
Program Director.....Dorothy B. Smith
Program Manager.....Dorothy B. Smith

NEW YORK

WNBF-TV

BINGHAMTON—1949
ABC-CBS-NBC-DuM

Channel: 12....AP: 11.7 Kw.....VP: 23.5 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone Number 2-3461
Transmitter Location.....Ingraham Hill
Air Time.....85 hours weekly
News Service .....UP
Representative .....Bolling
President.....John C. Clark
General Manager.....C. D. Mastin
Station Manager.....L. L. Rogers
Commercial Manager.....Stanley N. Heslap
Radio, Pgm. Dir.....E. M. Scala
Promoton Director.....E. R. McCloskey
Chief Engineer.....L. H. Stantz
Consulting Engineer.....Jansky & Bailey

WBEN-TV

BUFFALO—1948—ABC-CBS-NBC
DuM

Channel: 4....AP: 10.2 Kkw.....VP: 16.2 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Studio, Transmitter Location.....Hotel Statler
Air Time.....82 hours weekly
News Service.....AP, INS
Representative.....Harrington, Righter & Parsons, Inc.

President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Director.....George R. Torge
Promoton Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir.
Edward J. Wegman
Film Director.....Quintin P. Renner
Executive Producer.....Frederick A. Keller
Technical Director.....Ralph J. Kingsley
Asst. Technical Dir.....R. Glenn Beerbower

WABD

NEW YORK—1944—DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2600
Air Time.....64 hours weekly
Transmitter Location.....Empire State Bldg.
News Service .....INS
Membership .....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Chris J. Witting
Director of Sales.....Ted Bergmann
Pgm., Prod. Dir.....James L. Caddigan
Engineering Director.....Rodney D. Chipp
Director of News.....Marian Glick
Pub. Rela. & Pub. Dir.....Gerald Lyons
Film Dept. Mgr.....Donald A. Stewart

WCBS-TV

NEW YORK—1941—CBS

Channel: 2.....AP: 8.7 Kw.....VP: 17.3 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter Location.....Empire State Bldg.
Air Time.....95 hours weekly
News Service .....AP, INS, UP
Representative.....CBS TV Spot Sales
President (CBS TV).....J. L. Van Volkenburg
President (CBS Inc.).....Frank Stanton
General Manager.....Craig Lawrence
Asst. to Gen. Mgr.....Clarence Worden
Sales Manager.....George Dunham
Program Director.....Richard Doan
Promotion Manager.....Robert G. Patt
Chief Engineer.....Robert G. Thompson

WJZ-TV

NEW YORK—1948—ABC

Channel: 7.....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By..American Broadcasting Co.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Transmitter Location.....Empire State Bldg.
Air Time.....94 hours weekly
News Service .....UP
Representative.....ABC TV Spot Sales
President (ABC).....Robert E. Kintner
General Manager.....Trevor Adams
Program Director.....Hal Hough
Promotion Director.....Phil Bernstein
Dir. News & Spec. Events.....John Madigan
Production Manager.....Anthony Hennig
Film Director.....Nat Fowler
Chief Engineer.....William Trevarthen
Consulting Engineer..... Kear & Kennedy

WNBT

NEW YORK—1941—NBC

Channel: 4.....AP: 4.27 Kw.....VP: 5.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Empire State Bldg.
Air Time.....115 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
President.....Joseph H. McConnell
General Manager.....Ted Cott
Commercial Manager.....John H. Reber
Program Director.....Dick Pack
TV Prod. Supervisor.....Ivan Rainer
Film Director.....Beulah Jarvis
Chief Engineer.....F. A. Wankel

WOR-TV

NEW YORK—1949—MBS

Channel: 9.....AP: 11.0 Kw.....VP: 22.0 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....N. Bergen, N. J.
Air Time.....100 hours weekly
News Service .....UP
Station Representative..... Carter-Kettell, Keenan & Eckelberg
Membership .....NARTB
President.....Theodore C. Streibert
V.P. Chg. of Sales.....R. C. Maddux
TV Operations Mgr.....Eugene S. Thomas
V.P., Pgm. Dir.....Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events...Dave Driscoll
TV Program Manager.....Harvey Marlowe
Publicity Director.....Robert Blake
Film Director.....Melvin Fenster
Chief Engineer.....J. R. Poppele
Consu'ting Engineer.....George C. Davis

WPIX

NEW YORK—1948

Channel: 11....AP: 10.4 Kw.....VP: 21.7 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.

Phone Number.....MU 2-1234
Transmitter Location.....Empire State Bldg.
Air Time.....80-90 hours weekly
News Service.....AP, UP
Newspaper Affiliation....N. Y. Daily News
Station Representative.....Free & Peters
Membership .....NARTB
President.....F. M. Flynn
V.P., Gen. Mgr.....G. Bennett Larson
Comm. Manager.....John Noone
Program Manager.....Louis B. Ames
Publicity Director.....L. A. Hollingsworth
Promotion Director.....Adrien Rodner
Chief Engineer.....Tom Howard
Film Director.....Tony Azzato

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6.....AP: 8.65 Kw.....VP: 21.3 Kw.
Owned-Oper. By.....Stromberg Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Transmitter Location..Pinnacle Hill, Brighton
Air Time.....90-95 hours weekly
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
Vice-Pres., Gen. Mgr.....William Fay
Commercial Manager....John W. Kennedy, Jr.
Program Director.....Carles W. Siverson
Promotion Pub. Director.....Armin N. Bender
Director of News.....David E. Kessler
Production Manager.....John Crosby
Film Director.....David Manning
Director of Remotes.....George Driscoll
Chief Engineer.....Kenneth Gardner

WRGB

SCHENECTADY—1942
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw.....VP: 16.32 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.60 Washington Ave.
Phone Number.....Schenectady 7-2261
Transmitter Location.....New Scotland
Air Time.....103 hours weekly
News Service.....Telenews, AP, UP, INS
Representative.....NBC Spot Sales
Membership .....NARTB
V.P., Asst. Mgr. of Bcstg.....Bartlett J. Rowan
Station Manager.....R. B. Hanna, Jr.
Supervisor of Sales.....Robert F. Reid
Program Director.....Albert G Zink
Asst. Station Manager.....R. W. Welpott
Dir. of News & Spec. Events..Wm. T. Meenam
Production Managers.T. A. Baughn, Ted Beebe
Dir. of Prom. & Pub.....George L. Peck
Chief Engineer.....Willard J. Purcell

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....Syracuse Kemper Bldg.
Phone Number 3-7111
Transmitter Location.....Sentinel Heights
Air Time.....90 hours weekly
News Service .....UP
Representative...Headley-Reed, Kettell-Carter
Membership .....NARTB
President.....H. C. Wilder
V.P., Gen. Mgr.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Program Director.....William V. Rothrum
Prom., Pub. Director.....Caley Augustine
Production Manager.....Ed Donaldson
V.P. & Chief Engineer...Armand G. Belle Isle
Consulting Engr....Crown, Lohnes and Culver

WHY IS AP THE BEST?

BECAUSE— AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

THE GREAT SYRACUSE MARKET CONTINUES TO GROW MORE AND MORE DESIRABLE WITH AREA INDUSTRY AND BUYING POWER AT NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
  * N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

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THE KATZ AGENCY

Say WHEN TELEVISION
SYRACUSE

Say WHEN TELEVISION
SYRACUSE

A MEREDITH TV STATION

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8.....AP: 13 Kw.....VP: 27 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number.....3-1126
Air Time.....102 hours weekly
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....E. T. Meredith, Jr.
V.P., Gen. Mgr.....Paul Adanti
Commercial Mgr.....W. H. Bell
Promotion Director.....E. F. Ryan
Program Director.....Gordon J. Alderman
Production Manager.....Albert Rein
Chief Engineer.....H. E. Crow

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13.....AP: 12.5 Kw.....VP: 25 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number 3-0404
Transmitter Location .....Deerfield
Air Time.....93 hours weekly
News Service .....AP
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
Gen., Sta. Manager.....Michael C. Fusco
Comm., Prom. Mgr.....John J. MacDavitt
Program Director.....Jack Fredericks
Production Manager.....Edwin Whittaker
Film Director.....Joseph Casaletta
Chief Engineer.....DeForest T. Layton, Jr.
Consulting Engineer.....George P. Adair

NORTH CAROLINA

WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3....AP: 8.2 Kw.....VP: 16.3 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Transmitter Location....Spencer Mt., Gastonia
Air Time.....85 hours weekly
News Service.....INS, UP, AP, Transradio
Representative.....TV Spot Sales
Membership .....NARTB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Station Manager.....Charles E. Bell
Commercial Manager...Wallace J. Jorgenson
Promotion Director.....J. R. Covington
Publicity Director.....Louise Walker
Film Director.....William Quinn
Chief Engineer.....M. J. Minor
Consulting Engineer.....A. D. Ring

WFMY-TV

GREENSBORO—1948

Channel: 2.....AP: .84 Kw.....VP: 16.72 Kw.
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number 3-8611
Air Time.....78 hours weekly
News Service.....UP
Representative..Harrington, Righter & Parsons
Membership .....NARTB
President.....E. B. Jeffress
General Manager.....Gaines Kelley
Commercial Manager.....Virgil V. Evans
Program Director.....Gomer R. Lesch
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Calver

OHIO

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 7.....AP: 24 Kw.....VP: 12 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CApital 0777
Studio-Transmitter Location...2345 Symmes St.
Air Time.....127 hours weekly
News Service .....UP
Representative.....The Branham Co.
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Harry LeBrun
Commercial Manager.....J. P. Smith
Pgm., Prod. Dir.....Ed Weston
Prom., Pub. Dir.....Jack Sebastian
Dir. of News & Spec. Events.....Bob Otto
Film Director.....Dolores Jennings
Director of Remotes.....M. Bowden
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 11....AP: 12.3 Kw....VP: 24.5 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Trans. Location..Highland & Dorchester Aves.
Air Time.....117½ hours weekly
News Service .....AP
Representative.....The Katz Agency, Inc.
Membership .....NARTB

WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS

YES—and MORE VIEWERS—too!

Here's looking at YOU—

For looking at US

WNBK CHANNEL 4

NBC TELEVISION IN CLEVELAND

• • U. S. TV STATIONS • •

Exec. Vice-Pres.....Hulbert Taft, Jr.
General Manager.....U. A. Latham
Local Comm. Mgr.....Don L. Chapin
Program Manager.....Lloyd Smithson
Promotion Director.....William B. Hines
Director of News.....David L. Nichols
Production Manager.....Bob Huber
Film Director.....Warren F. Warner
Director of Remotes.....Paul Wagner
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 4....AP: 19.5 Kw.....VP: 23.5 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....115-130 hours weekly
News Service.....UP
Representative.....WLW Sales
Chairman of the Board.....James D. Shouse
President.....R. E. Dunville
Dir. of TV Oper. & V.P.....John T. Murphy
Adm. Asst. to V.P.....William J. McCluskey
Program Director.....Lin Mason
Sales Manager.....George Moore
Gen. Sales Mgr.....David E. Patridge
Chief Engineer.....Howard Lepple
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5.....AP: 8.15 Kw.....VP: 16.0 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Transmitter.....7080 State Rd., Parma, O.
Air Time.....106 hours weekly
News Service .....UP
Representative .....Branham
President.....Jack R. Howard
Vice-Pres., Gen. Mgr.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events,
Publicity Director.....Donald L. Perris
Director of Remotes.....Ernest E. Sindelar
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw....VP: 39.22 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 1-0942
Transmitter Location.....Brecksville, O.
Air Time.....91½ hours weekly
News Service.....AP, UP

Representative.....NBC Spot Sales
Membership .....NARTB
President (NBC).....Joseph H. McConnell
General Manager.....John McCormick
Comm. Manager.....Harold L. Gallagher
Program Manager.....Philip L. Worcester
Dir. of News & Spec. Events.....Edward R. Wallace
Promotion Director.....Albert M. Henderson
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....Andrew L. Hammerschmidt

WXEL

CLEVELAND—1949
ABC-CBS-DuM

Channel: 9.....AP: 13.0 Kw.....VP: 25 Kw.
Owned-Oper. By.....Empire Coil Co., Inc.
Address.....Pleasant Valley & State Rds.
Phone Number.....VIctory 3-8400
Air Time.....100 hours weekly
News Service.....UP, AP
Representative .....Katz
President .....Herbert Mayer
Sta., Gen. Mgr.....Franklin C. Snyder
Publicity Director.....Barbara Snyder
Asst. Comm. Mgr.....R. C. Wright
Dir. of News & Spec. Events..Robert Rowley
Film Director.....Nicholas Boris
Director of Remotes.....Clap Dopp
Chief Engineer.....Thomas Friedman

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw....VP: 24.3 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....Fletcher 2611
Transmitter Location.....495 Olentangy Blvd.
Air Time.....100 hours weekly
Newspaper Affiliation....Columbus Dispatch
News Service .....AP
Station Representative .....Blair
Membership .....NARTB
Dir. of Television.....Richard A. Borel
Sta. Mgr., Film Dir.....Edward H. Bronson
Sales Director.....Robert D. Thomas
Program Director.....Jerome R. Reeves
Dir. of News and Spec. Events...Chester S. Long
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC

Channel: 3.....AP: 7.6 Kw.....VP: 15.2 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.

Drumming up sales for WTVN advertisers in Central Ohio

5 *Reasons*

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
   —WTVN SELLS!
2. Because of unique and clever promotion:
   —WTVN SELLS!
3. Because of superior merchandising:
   —WTVN SELLS!
4. Because of technically perfect production:
   —WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:
   —WTVN SELLS!

Affiliated with ABC and DuMont

WTVN

Channel 6 . . . COLUMBUS, OHIO

Closely associated with Television Station WICU, Erie, Pa; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.; and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Trans. Location.....3165 Olentangy River Rd.
Air Time.....125 hours weekly
News Service .....UP
Station Representative....WLW Sales Offices
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Commercial Mgr.....C. George Henderson
Promotion Director.....Juanita Wilcox
Production Manager.....Walter S. Jacobs
Publicity Director.....Juanita Wilcox
Film Director.....Nicholas Luppino
Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6.....AP: 10.0 Kw.....CP: 19.7 Kw.
Owned-Oper. By.....Picture Waves, Inc.
Address.....50 W. Broad St.
Phone Number.....FLetcher 1529
Trans. Location.....LeVeque-Lincoln Tower
Air Time.....90 hours weekly
News Service .....AP

Representative .....Headley-Reed
President .....Edward Lamb
Gen., Station Manager.....John Rossiter
Commercial Manager.....Roger J. LaReau
Director of News & Special Events .....Wallace Schneider
Production Director.....William Wagner
Film Director.....R. L. Dickendasher
Chief Engineer.....Joseph Gill
Consulting Engineer.....MacIntosh & Ingalls

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13.....AP: 13 Kw.....VP: 24 Kw.
Business Address.....45 S. Ludlow St.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Phone Number.....ADams 2261
Transmitter Location....1414 Wilmington Ave.
Air Time.....110 hours weekly
News Service.....INS, AP
President.....James M. Cox, Jr.
Managing Director.....J. Leonard Reinsch
General Manager.....Robert H. Moody
Commercial Manager.....Harry Young, Jr.

Eyes and

Ears of a
GOOD CITIZEN

Eyes and

Ears of a
LIVE SALESMAN

Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities

CHANNEL 13
whio-tv
AM
FM
DAYTON, OHIO

Pgm., Film Dir.....Don R. Lyons
Chief Engineer.....Ernest L. Adams
Consulting Engineer.....McIntosh & Inglis

WLW-D

DAYTON—1949—NBC

Channel: 5.....AP: 8 Kw.....VP: 16 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address....Television Square, 1595 S. Dixie Highway
Phone Number.....Walnut 2101
Transmitter....W. Carrollton & Frytown Rd.
Air Time.....117 hours weekly
News Service .....UP
Representative....WLW Offices, New York, Chicago, Hollywood
Membership .....NARTB
Station Manager.....H. Peter Lasker
Commercial Manager.....Wm. J. Williamson
Program Manager.....Neal Van Ells
Prom. Pub. Dir.....Dorothy A. Sanders
Dir. of News & Spec. Events...Omar Williams
Film Director.....John Spofford
Production Manager.....Robert Head
Chief Engineer.....Lester Sturgill

WSPD-TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13....AP: 14.4 Kw.....VP: 27.4 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....26 Superior St.
Air Time.....92 hours weekly
News Service.....AP, INS, UP
Representative .....Katz
Membership .....TBA, NARTB
President.....George B. Storer (New Centre Bldg., Detroit, Mich.)
Gen., Sta., Comm. Mgr.....Allen L. Haid
Program Director.....Robert B. Evans
Promotion-Publicity Dir.....Rick Gowrley
Dir. of News & Spe. Events..James Uebelhart
Film Director.....Elaine Phillips
Chief Engineer.....William Stringfellow

OKLAHOMA

WKY-TV

OKLAHOMA CITY—1949

ABC-CBS-NBC-DuM

Channel: 4....AP: 6.2 Kw.....VP: 12.1 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Phone Number.....Britton 2161
Studio Address.....500 E. Britton Rd.
Air Time.....95 hours weekly
News Service.....AP, UP
Representative .....Katz
Pres., Gen. Mgr.....E. K. Gaylord
V.P., Sta. Mgr.....P. A. Sugg
Asst. Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director.....Ray Scales
Adm. Assistant.....Eugene B. Dodson
Film Director.....Kieth Mathers
Chief Engineer.....H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC

Channel: 6....AP: 8.5 Kw.....VP: 16.6 Kw.
Owned-Oper. By....Cameron Television, Inc.
Business Address.....302 S. Frankfort St.
Phone Number 2-9233
Transmitter Location...National Bank of Tulsa Bldg.
Air Time.....98 hours weekly
News Service .....UP
Station Representative .....Petry
President.....George E. Cameron, Jr.
General Manager.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....G. Don Thompson
Dir. of Publicity.....Robert Freeland
Film Director.....Bill Dicks
Chief Engineer.....George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 1.75 Kw.....VP: 3.4 Kw.
Owned-Oper. By.....Dispatch Incorporated
Bus.-Trans. Address.....3515 State St.
Phone Number 4-6371
Air Time.....120 hours weekly
News Service .....AP
Representative .....Headley-Reed
President .....Edward Lamb
General Manager.....Herbert S. Stewart
Program Director.....Don Leik
Film Director.....John W. Cook
Chief Engineer.....Michael Csop
Consulting Engineer.....MacIntosh & Inglis

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13.....AP: 4.7 Kw.....VP: 9.3 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 9-1965
Transmitter Location.....Laurel Hill Mountain
Air Time.....92 hours weekly
Newspaper Affiliation..The Johnstown Tribune
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Walter W. Krebs
Station Manager.....Alvin D. Schrott
Program Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
Consulting Engineer .....McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
Owned-Operated By.....WGAL, Inc.
Business-Transmitter Address.....8 King St.
Phone Number 5246
Studio Address.....24 S. Queen St.
Air Time.....106 hours weekly
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiat

BUY 1 • GET 3

A Spot Buy on WJAC-TV

Will Put Your Story in

JOHNSTOWN - PITTSBURGH - ALTOONA

Check the KATZ Agency NOW

WJAC-TV — Channel 13

The Johnstown Tribune

Publishing Co. Station

WCAU-TV

PHILADELPHIA—1948—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
Owned-Operated By.....WCAU, Inc.
Business-Studio Address....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....12 S. 12th St.
Newspaper Affiliation..The Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
President.....Donald W. Thornburgh
Asst. General Manager.....Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Film Director.....Thomas Freebairn-Smith
V.P. & Prom. & Pub. Dir.....Robert N. Pryor
Director of News.....Alfred T. Ringler
V.P. & Technical Diector.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... .AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Oper. By.Philco Television Bcstg. Corp.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-2244
Transmitter Location...1300 E. Mermaid Lane, Wyndmoor
Air Time.....115 hours weekly
News Service .....UP
Station Representative.....NBC Spot Sales
Vice-Pres., Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations.....Preston Stover
Pub., Prom. Dir.....John J. Kelly
Chief Engineer.....Raymond J. Bowley
Consulting Engineer.....George C. Davis

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6.....AP: 13.5 Kw.....VP: 27 Kw.
Owned-Oper. By..Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business Address.....46th & Market Sts.
Phone Number.....EVergreen 2-4700
Transmitter Location .....Roxborough
Air Time.....110 hours weekly
Newspaper Affiliation.....The Philadelphia Inquirer
News Service .....AP
Station Representative .....Katz
Membership..TBA, NARTB, TV Assn. of Phila.
General Manager.....Robert W. Clipp
Cper. Asst. to Gen. Mgr...John D. Scheuer, Jr.
Admin. Asst. to Gen. Mgr....Donald W. Kellett
TV Sales Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Director.....George A. Koehler
Director of News.....Charles J. Keys
Mgr. of Operations.....Felix Meyer
Publicity Director.....Joseph E. Dooley
Film Director.....Walter Tillman
Chief Engineer.....Louis E. Littlejonn
Consulting Engineer.....Millard Garrison

WDTV

PITTSBURGH—1949

ABC-CBS-NBC-DuM

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....Chamber of Commerce Bldg.
Phone Number.....Express 1-1071 to 1078
Transmitter Location.....4101 Grizella St.
Air Time.....108½ hours weekly
News Service .....UP
Representative .....DuMont Netwo k
Membership .....TBA
President.....Dr. Allen B. Du Mont
Gen., Sta. Mgr.....Harold C. Lund
Sales Director.....Larry Israel
Film Manager.....Richard Dreyfuss
Chief Engineer.....Raymond Rodgers

RHODE ISLAND

WJAR-TV

PROVIDENCE—1949

ABC-NBC-CBS-DuM

Channel: 11.....AP: 15 Kw.....VP: 30 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 7000
Transmitter Location.....Rehoboth, Mass.
Air Time.....90 hours weekly
News Service .....UP
Representative .....Weed
Transcription Service .....SESAC
V.P. & Treas.....George O. Griffith
General Manager.....John J. Boyle
Sales & Program Dir.....Norman Gittleson
Production Manager.....Lewis I. Shwartz
Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

MEMPHIS—1948

ABC-CBS-NBC-DuM

Channel: 4....AP: 7.12 Kw.....VP: 13.6 Kw.
Owned-Operated.....Memphis Publishing Co.
Business-Studio Address....Goodwyn Institute Bldg., P. O. Box 311
Phone Number 8-7464
Transmitter Location.....Thomas Rd.
Air Time.....24 hours weekly
News Service.....INS, UP
Representative .....Branham
Membership .....NARTB
President .....Enoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....Earl Moreland
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events.....Edwin White
Production Manager.....Jay Scott
Film Director.....Charles Caldwell, Jr.
Director of Remotes.....Wilson Mount
Chief Engineer.....E. C. Frase, Jr.

WSM-TV

NASHVILLE—1950

ABC-CBS-DuM-NBC

Channel: 4.....AP: 11.9 Kw.....VP: 23.8 Kw.
Owned-Oper. By.....Natl. Life & Accident Ins. Co.
Business Address.....301 7th Ave.
Phone Number 6-7181
Transmitter Location..14th Ave., S., & Compton Ave.
Air Time.....76 hours weekly
News Service.....AP, INS, UP
Representative .....Edward Petry
Membership .....NARTB
President.....John H. DeWitt, Jr.

XELD-TV

brings you America's newest television market ...the rich Rio Grande Valley

America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico
CBS Affiliate

Channel 7 — 2.8 Kilowatts ERP — MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

Nationally Represented by **BLAIR TV INC.**

NEW YORK • CHICAGO • ST. LOUIS
DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

Commercial Manager.....Irving Waugh
Program Director.....Jack Stapp
Pub., Publ. Relns., Prom. Dir.
William R. McDaniel
News & Spec. Events Dir.....Harold Baker
Production Manager.....Shelton Weaver
Film Director.....Elmer Cartwright
Chief Engineer.....Aaron Shelton

TEXAS

XELD-TV

BROWNSVILLE—1951
ABC-NBC-CBS-DuM

Channel: 7.....AP: 1.4 Kw.....VP: 2.8 Kw.
Owned-Operated By.....Romulo O'Farril Sr.
Address.....1111 S. E. Levee St.
Phone Number.....Brownsville 2-6953
Transmitter Location.....Matamoros, Tams.
Air Time.....60 hours weekly
News Service .....INS
Representative .....Blair-TV Inc.
President .....Romulo O'Farril Sr.
General Manager.....Bert Harris
Program Manager.....Bert Metcalf
Commercial Manager.....Jack Rathbun
Traffic Manager.....Betty Pitt
Chief Engineer.....Bill Sloat

KRLD-TV

DALLAS—1949—CBS

Channel: 4.....AP: 13.6 Kw.....VP: 27.3 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Transmitter Location.....Herald Square
Air Time.....94½ hours weekly
Newspaper Affiliation...Dallas Times Herald
News Service.....AP, INS, UP
Representative .....Branham
Membership .....NARTB
President.....J. W. Runyon
Gen., Sta. Mgr.....Clyde W. Rembert
Commercial Manager.....William A. Roberts
Program Director.....Roy S. George
Promotion Director.....A. J. Putman
Dir. of News and Spec. Events..Wilson Shelley
Production Manager.....Ves Box
Film Director.....Nick Mueller
Chief Engineer.....Roy M. Flynn
Consulting Engineer.....Craven, Lohnes and Culver

KRLD-TV
CHANNEL 4 DALLAS
TEXAS' MOST POWERFUL TELEVISION STATION
VIDEO 27,300 watts—AUDIO 13,600 watts
Exclusive DALLAS-FT. WORTH outlet for CBS TELEVISION PROGRAMS!
Serving the Southwest's largest metropolitan market..
More than a Million Urban Dwellers within the 50 mile radius. More than TWO million population within the 100-mile area.
This is why KRLD-TV is your best buy
JOHN W. RUNYON, President
CLYDE W REMBERT, General Manager
KRLD CBS
The Branham Company
Exclusive Representative

HOUSTON—

the fastest growing market in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV—

the fastest growing television station in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!

96.6%

8.3%

POPULATION

SET OWNERS

KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST in Radio and Television **CHANNEL 2 • HOUSTON**

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address.....1122 Jackson St
Phone Number .....RIverside 3316
Transmitter Location.....3000 Hines Blvd.
Air Time.....90 hours weekly
Newspaper Afiliation.....The Dallas Morning News
News Service.....UP, AP
Representative .....Petry
President.....E. M. (Ted) Dealey
Sup. of Radio & TV.....Martin B. Campbell
Manager.....Ralph W. Nimmons
Program Director.....Lawrence E. DuPont
Sales Prom. Dir.....Mrs. Wynona Portwood
Production Manager.....E. Ashley Dawes
Publicity Director.....Harry L. Koenigsberg
Film Director.....Howard Anderson
Chief Engineer.....William C. Ellis
Technical Supervisor.....Carlos Dodd
Consulting Engineer.....A. Earl Cullum

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
Owned-Operated By..Carter Publications, Inc.
Address.....3900 Barnett St.
Phone Number.....LOckwood 1981
Air Time.....95 hours weekly
News Service .....AP
Newspaper Affiliation.....Fort Worth Star-Telegram
Representative.....Free & Peters
Membership .....NARTB
President .....Amon Carter
Director .....Harold Hough
General Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Bob Gould
Prom., Pub. Dir.....Thaine Engle
Dir. of News & Spec. Events...James A. Byron
Production Manager.....Tommy Thompson
Film Director.....Lynn Trammell
Director of Remotes.....Sid Smith
Chief Engineer.....R. C. Stinson
Consulting Engineer.....A. D. Ring

KPRC-TV

HOUSTON—1949—ABC-CBS NBC-DuM

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.
Owned-Oper. By.....Houston Post Co.
Address .....Lamar Hotel
Air Time.....100 hours weekly
Representative .....Petry
President.....W. P. Hobby
Commercial Manager.....Jack McGrew
Program Director.....Bert Mitchell
Chief Engineer.....Paul Huhndorf
General Manager.....Jack Harris
Promotion Director.....Marsh Callaway
Dir. of News & Spec. Events.....Pat Flaherty
Publicity Director.....Fredora Alexander
Film Director.....Mathalu Brooks
Consulting Engineer.....MacIntosh & Inglis

KEYL

SAN ANTONIO—1950 ABC-CBS-DuM

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Transmitter Location.....Transit Tower
Air Time.....Approx. 55 hours weekly
News Service .....UP
Representative .....Blair-TV Inc.
President.....George B. Storer
Commercial Manager.....W. E. Kelley
Exec. Vice-Pres.....Lee B. Wailes
Managing Director.....George B. Storer Jr.

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4....AP: 10.8 Kw.....VP: 21.6 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....52 hours weekly
News Service.....AP, INS, UP
Representative .....Petry
President.....Hugh A. L. Halff
Gen., Sta. Mgr.....Arden X. Pangborn
Prom. Mgr. .....Dallas Wyant
Program Manager.....W. Perry Dickey
Film. Prod. Mgr.....Edward D. Hyman
Dir. of News & Spec. Events..Austin Williams
Publicity Director.....Imogene Stanley
Director of Remotes.....Ed Hyman
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.
Owned-Oper. By..Intermountain Bcstg. & TV Corp.
Business Address.....143 S. Main
Phone Number 5-2991
Studio Address...TV Playhouse, 68 Regent St.
Transmitter Location.....2nd South & Main
Air Time.....84 hours weekly
Station Representative .....Blair-TV
Membership .....NARTB
Pres., Gen., Sta. Mgr.....S. S. Fox
Director of TV.....John Baldwin
Commercial Manager.....George A. Proval
Program Director.....Dan Rainger
Promotion Director.....Del Leeson
Film Director.....C. W. Eckhardt
Director of Remotes.....Wal Lambourne
Chief Engineer.....Alan Gunderson

KSL-TV

SALT LAKE CITY—1949
ABC-CBS-DuM

Channel: 5.....AP: 9.6 Kw.....VP: 18.4 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Motor Ave.
Phone Number 5-4641
Transmitter Location.....Union Pacific Bldg.
Air Time.....157 hours weekly
News Service .....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB
President.....J. Reuben Clark, Jr.
General Manager.....C. Richard Evans
Station Manager.....D. Lennox Murdoch
Program Director.....Wayne Richards
Promotion Director.....A. Richard Robertson
Director of News.....Paul Alexander
Production Manager.....Scott R. Clawson
Publicity Director.....A. Richard Robertson
Film Director.....Richard V. Thiriat
Director of Remotes.....Wayne Richards
Chief Engineer.....Vincent Clayton
Consulting Engineer.....A. Ring

VIRGINIA

WTAR-TV

NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4...AP: 12.124 Kw...VP: 24.248 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number 56711
Air Time.....90 hours weekly
Transmitter Location...720 Boush St., Norfolk
Newspaper Affiliation..Norfolk Newspapers, Inc.
News Service .....AP
Representative .....Petry
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Campbell Arnoux
Gen. Sales Mgr.....Robert M. Lambe
Prod., Pgm. Dir.....Winston Hope
Pub., Prom. Dir.....Fred Lowe
Director of News.....Gilbert McLeod
Film Director.....Harry L. Nicholas
Chief Engineer.....Dick Lindell
Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1946—NBC

Channel: 6.....AP: 10 Kw.....VP: 20 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd.
Air Time.....90 hours weekly
News Service .....Transradio
Station Representative.....Blair TV
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Comm. Mgr., Prom. Dir...Walter A. Bowry, Jr.
Program Director.....Conrad Rianhard, Jr.
Dir. of News & Spec. Events.....John Shand
Chief Engineer.....James Kyle
Consulting Engineer.....McNary & Wrathall

WASHINGTON

KING-TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUtual 1090
Transmitter Location.....301 Galer
Air Time.....92 hours weekly
News Service.....AP, UP, INS
Representative .....Blair-TV
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Program Director.....Lee Schulman
Director of Remotes.....John J. Shawcroft
Dir. of Engineering.....James L. Middlebrooks
Consulting Engineer.....William Fass

WEST VIRGINIA

WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.8 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number 3-9441
Transmitter Location.....Eighth Street Road
Air Time.....90 hours weekly
Newspaper Affiliation..Huntington Advertiser
News Service .....AP
Station Representative .....Katz
President.....Col. J. H. Long
Gen., Comm., Sta. Mgr..Lawrence H. Rogers II
Program Director.....James H. Ferguson
Promotion Director.....Harold W. Shriber
Dir. of News and Spec. Events.....Nick Basso
Film Director.....Ned R. Brooke
Traffic Director.....Elizabeth Conaty
Director of Remotes.....John P. Clay
Chief Engineer.....Leroy E. Kilpatrick
Consulting Engineer.....William L. Foss

WISCONSIN

WTMJ-TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3....AP: 10.2 Kw.....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address..720 E. Capitol Drive
Phone Number.....MArquette 8-6000
News Service .....AP
Air Time.....105 hours weekly
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB
V.P., Gen. Mgr. of Radio, The Journal Co. Walter J. Damm
Asst. Gen. Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Sales Manager.....Neale V. Bakke
Asst. to the Manager.....George Comte
Asst. to the Mgr.....George Nicoud
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

WSAZ-TV

Delivers an EXCLUSIVE 63 County Market area of Over:

2,418,300* population

in VA. — W. VA. — KY. — OHIO

BUYING INCOME: $2,203,252,000
RETAIL SALES: $1,412,323,000
FAMILIES: 609,600

* All figures courtesy Sales Management "Survey of Buying Power" 1951

ABC — CBS — NBC — DTN
National Representative:
THE KATZ AGENCY

WSAZ-TV
CHANNEL 5

THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

* * *

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The expositon of sex crimes will be avoided.

x) The appearances or dramatizaion of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarras or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumbed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be annonuced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on

the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program	News Programs	Length of Advertising Message (minutes and seconds) All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this tme.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code susbcription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section* 2, *B.* (4).

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*) ; provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Dirctors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and Setember. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

* * * * *

APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions**

I

THE TELEVISION CODE REVIEW BOARD

AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

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* Reference: *By-Laws* of the *National Association of Radio and Television Broadcasters, Article VII, section* 2, *B (4); Television Code, Regulations and Procedures,* III, section 5.

A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures,* III, section 4).

Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration
b. Additional oral argument
c. Reopening of the proceedings
d. Amendment of any findings, or
e. Other relief.

Section 13—Time for Filing

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

Section 14—Penalty, Suspension of

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15—Disqualification

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(*Continued from Page* 1021)

south and southwest by mid-1952 and (7) the increased quality of programming.

A good year is in prospect at manufacturer, distributor and dealer levels, although rising costs and higher corporate taxes will cut into profit structures.

Even though the industry doubled its output of electronic equipment for the armed forces during 1951, the tremendous production role it is to play in the national defense effort is still to be written. This will come into sharp focus during 1952.

It is almost an impossibility to exaggerate the importance of electronics in our defense planning. All phases of the military establishment—land, sea and air—are putting electronics to increasingly important uses. Today's modern airplanes are but platforms carrying vast quantities of electronics equipment. Naval vessels are dependent upon radar and sonar as navigational and protective aids. Ground radar, the first line of defense against enemy attack, guided missiles, atomic warheads, proximity fuses, weather reporting, mine detection, and all forms of communication are wholly dependent upon electronics.

One prominent defense spokesman summed it up when he recently stated that every modern weapon today, with the exception of small side arms, must include, at least, some electronics equipment.

Production and deliveries of military electronics equipment will swing into its full tempo in 1952. Conversion of existing facilities to defense production has virtually been completed. The important role of electronics in the national rearmament schedule is sharply defined and the program is already underway.

By the end of the first quarter of 1952, production of military electronics equipment will have reached a peak, aggregating a total of $600 million, and remaining there throughout the year.

The Du Mont organization is already in step with the industry's war effort. At present the military backlog is well over $65 million and we expect to be in high gear on defense projects by spring. By that time, we anticipate that approximately 60 per cent of the firm's business will be concerned with defense contracts. The combination of military and civilian orders will mean an all-time high sales year for Du Mont of between $100-125 million, well over 1950's record-breaking total of $76 million, and double the 1951 sales figure.

Industry-wise the military and civilian orders will mean a new peak figure for productivity and sales. This year will see the electronics industry take its place in the public's eye as one of America's top industries. Its 1952 record will pale all past achievement with an increasingly effective marshalling of its manpower, resources and facilities in contributing to the national welfare.

TV PERSONALITIES 1951-1952

A Pictorial Parade of some of the leaders of television —from the station, agency, network and production fields—during the past year

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HARRY BANNISTER, veteran broadcaster, is director of station relations with NBC. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR, Detroit and in 1933 he joined WWJ as a salesman. Harry became sales mgr. for WWJ and in 1941 was appointed gen. mgr. He is a former member of the board of directors of the NAB and served as a member of the Stations Planning and Advisory Committee of NBC.

PAUL ADANTI, gen. mgr. of WHEN, Syracuse, has held that post since 1948. A Union College grad he started in radio at WMBO after a brief teaching career. Two years later he moved to WSYR, Syracuse, followed by a stint at WGY, Schnectady. Paul moved into TV in 1940 at WRGB where he became chief of technical operations. WHEN was his next stop in 1948, where, in two years, he saw the number of TV sets in the area rise from 100 to a figure in excess of 85,000. Weekly program hours quadrupled in that time.

MILTON BLINK, v.p. and co-owner of Standard Radio Transcriptions, and secy.-treas. of United Television Programs, was educated at the Universities of Chicago and Michigan. He masterminded the Wisconsin Players workshop Series on WIMS, Milwaukee, in 1926, and produced one of the first three commercial transcription programs. In 1933 Milton established and became co-owner of Standard Radio Transcriptions. Last year Milton, Gerald King, Richard Dorso and Edward Petry organized United Television Programs.

GEORGE M. BURBACH, gen. mgr. of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of the Pulitzer Publishing Co., which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. In 1913 George left the Munsey newspapers to become advertising mgr. of the Post-Dispatch. In 1922 KSD went on the air and George was placed in charge of its program and business departments. He was named gen. mgr. in 1933 and his foresight resulted in the inauguration of KSD-TV in Feb., 1947.

KENNETH H. BERKELEY, v.p. and gen. mgr. of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C. is a native Washingtonian, who has been in the radio business since 1923. Prior to joining WMAL in 1942 he was connected with WRC, Washington, where he also saw service as gen. mgr. Ken followed the tide of TV and in October 1947 WMAL-TV was born. This station holds the distinction of being the first TV outlet to announce a seven-nights-a-week schedule.

DON EMILIO AZCARRAGA, who developed XEW, Mexico City, and Radio Programmes De Mexico, transcribed radio network, today is busily engaged in launching a new TV station in the Federal District as well as planning a Latin-American TV film network. Don Emilio knows television. He is hopeful that in the development of the art in Mexico it will be made available to the masses through the medium of theater television. To this end he has pioneered in the development of an experimental TV theater.

OTTO BRANDT, v.p. and gen. mgr. of the King Broadcasting Co., Seattle, Wash., started in radio as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. He rose to the position of v.p. in charge of TV stations with responsibility for the coordination of the net's five O&O's, national spot and local sales and television station relations. After three years in the Air Force, Otto returned to take the helm of the King Bcstg. Co., owners of KING and KING-TV.

HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM and WFBM-TV, Indianapolis, was first a reporter and rewrite man for the Baltimore News Post and later joined the staff of WFBM as an assistant program director. He became office manager of the station and in 1942 he was promoted to general mgr. After three years of naval service during the war he returned to WFBM as pres. and gen. mgr. in 1946. Under Harry's leadership, in May of 1949, WFBM, Inc. launched the first TV station in Indiana, WFBM-TV.

BOB BALLIN, v.p. in J. Walter Thompson's New York office, tried insurance, real estate, and show business before spending 12 years as announcer and entertainer for WHN and CBS, N. Y. Ruthrauff & Ryan persuaded him, in 1942, to produce their Vox Pop show and subsequently the Jack Benny show. When Benny went over to Foote, Cone and Belding, so did Bob and soon become a v.p. of the new agency. Next stop was JWT where he is now responsible for Ford Motor Company's radio and television activities.

CLARENCE G. ALEXANDER, dir. of network operations for Dumont, is a TV pioneer. In the administrative and operational end of the medium he assisted in setting up the first NBC organization in 1936. The "call to arms" sent Clarence to the Air Force until 1946 when he returned to NBC as business mgr. and administrative asst. to the gen. mgr. of NBC-TV. After a brief tenure as asst. to Leonard Erickson, Vice-Pres. of Kenyon and Eckhart, he joined DuMont in April 1950.

CAMPBELL ARNOUX, pres. and gen. mgr. of WTAR Radio Corp. (WTAR & WTAR-TV), Norfolk, is New York born and Texas bred. A Texas U. grad, he broke into newspaper work with the Ft. Worth Record and later the Ft. Worth Star-Telegram. Between times he saw service in World War I, tripped around the world, and worked with Red Cross. At the Telegram in Ft. Worth "Cam" got his start in radio as manager of the paper's station, now WBAP. Since then he's been with KTHS, and finally WTAR and WTAR-TV.

TREVOR ADAMS, mgr. of WJZ-TV, N. Y., has had a wide background in radio and television sales, highlighted by a stint as asst. sales dir. for the DuMont network. A New York native, Adams was educated in Florida, later served as sales mgr. for the Texas State Network. Gotham was next where he served as sales mgr. of WMCA and WHN (now WMGM) and as sales mgr. of WINS. He formed a radio and TV representative firm with his father and then served as radio and TV director for the N. Y. Yankees before joining DuMont.

MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, and the only woman chief exec. in station TV, started in radio in 1943 as a continuity writer for a Tulsa radio station. From there she went to program writing, newscasting and finally time sales when she retired from radio in favor of TV. Her studious efforts in the new medium were crowned when oilman George E. Cameron, Jr., then forming Cameron Television Inc., chose her to head up the organization which operates KOTV. She took the helm on Nov. 30, 1949.

CHARLES EDWARD BELL, dir. of TV for the Jefferson Standard Bcstg. Co., Charlotte, N. C., started his career in radio at WIS while a student at U. of South Carolina where he was promoted to chief studio engineer upon graduation. World War II took him away but he returned to WIS when discharged and later managed stations in Orangeburg and Chester, S. C., before joining WBTV. Charley is a member of the Academy of Radio and Television Arts and Sciences and the Radio Executives Club of N. Y.

JACK BARRY, half of the package production form of Barry and Enright, is best known for his two top-rated shows, "Juvenile Jury" and "Life Begins at 80." After graduation from the U. of Penn. he took a summer school radio course at Northwestern Univ. which led to his first job at WTTM, Trenton. Two years later he went to WOR, where he teamed with Dan Enright to produce their first kiddie panel show. Now pacted with NBC-TV for two years, Juvenile Jury has made a great success for Barry.

BURT BALABAN, dir. of programming and production for Paramount TV Productions Inc., was born in Chicago and attended Roanoke College before World War II sent him to the Pacific as a Marine Corps photographer. At war's end Burt began work with Paramount Television where he concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became mgr. of Paramount's Television film dept. in charge of KTLA film programming and the company's syndicated program distribution.

DON BLAUHUT, dir. of the radio-TV dept. of Peck Advertising Agency, is a native New Yorker, a veteran of World War II, and a graduate of Ohio State University. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. Next he served with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck and a short time later was advanced to his present position.

RICHARD B. HULL, gen. mgr. of WOI-TV, Iowa State College station, Ames, is a leader in educational programming. His record includes three terms as president of the National Association of Educational Broadcasters and a term as president of the Iowa Radio News Editors. Prior to joining WOI-TV, he serced with a number of Minnesota stations such as WCCO, KSTP, WTCN and KUOM. Through his efforts, the Ames-Des Moines area has seen some of the best educational features.

JOHN F. KLATT, media mgr. for the Chicago office of McCann-Erickson Agcy., has a big job supervising all radio and TV time for the midwest clients, as well as overseeing all publication space. After college, John began his career in the music field, but switched to advertising and served with both Barnes Adv. and Cramer-Krasselt. He gave his talents to the U. S. Army during World War II. In 1947 John became a space and time buyer for McCann-Erickson, then asst. dir. of media and on to his present post.

CECIL D. MASTIN, gen. mgr. of WNBF-WNBF-TV, Binghamton, N. Y., was born in Fairport, N. Y. After studying law for 2 years at Syracuse University he left to pursue the study of voice in N. Y. C. He gained theatrical experience from about 5 years with 3 different acts which he wrote and produced. "Cec" went to Binghamton in 1915, established a voice studio and founded the Binghamton Civic Music Series in 1926. He became program dir. of WNFB in 1929 and became gen. mgr. in 1932.

EVERARD W. MEADE, V.P. and dir. of radio and TV for Young & Rubicam began his career as a writer with Benton & Bowles. In 1935 he joined Y&R serving that agency as a writer-producer until 1938 and worked with such shows as Jack Benny and Charlie Butterfield. His next stint was with Ruthrauff & Ryan, where he produced many of their topflight shows. After his war service, Meade returned to Y&R in 1948. At present he is working with the Pulitzer Prize Playhouse, just one of the many.

RICHARD DOAN, dir. of programs for WCBS-TV, N. Y., was born in Pratt, Kansas and is a U. of Kansas grad. He worked for several newspapers in California before heading East to become night bureau chief for the AP in Albany. Following this stint, he was successively a public relations officer in the Navy, an editor in the N. Y. bureau of AP, and associate editor of Advertising Age. Doan next served as asst. radio-TV editor of Variety and later as administrative head of Martin Stone Associates.

DAVE DRISCOLL, dir. of news and special features at WOR and WOR-TV, has been prominent in the broadcasting field since his college days when he was sports announcer for WCCO, Minneapolis. After graduation from the University of Minnesota Dave migrated to Fergus Falls, Minnesota, where eventually he became station mgr. of KGDE. After three years at the Fergus Falls station he joined WFIL, Philadelphia, as a newscaster and in 1936 he began his career as mainstay at WOR.

HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV (San Antonio), a native of the Lone Star State and a graduate of Yale University. Following school, he joined A. B. Frank and Associates, later resigning to take a post with the Southern Equipment Co., then owners of WOAI. In 1931, he transferred to the broadcasting side of the business and in 1932, became general manager. Six years later, he became president of Southland Industries, Inc., new corporate name of the WOAI owners.

G. P. HAMANN, general manager of radio and TV operations for WBRC (Birmingham, Ala.), got his first experience in the radio field in 1929 as a wireless operator in the Maritime Service. For eight years prior to 1940, he worked at WSMB in his home town, New Orleans. Then he shifted to Birmingham and WBRC, serving as technical director for AM and manager for FM, before assuming his present post. Under his guidance, the television operation, first in Alabama to apply for a license, was launched in 1949.

BASIL GRILLO, executive v.p. of Bing Crosby Enterprises, has managed all of the Crosby financial interests and has organized all Crosby packages for past six years, including acting as executive producer of the "Fireside Theater" series, one of the manifold Crosby products. As a CPA in the entertainment field, he is unsurpassed for his specialization and setting up business organizations allied with show business. Grillo also has an active hand in many other Crosby ventures.

WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, has organized two new companies, W. J. German, Inc., one chartered in Delaware and the other in California, to handle the firm's business. He started with Eastman in 1906 and 15 years later came to New York as mgr. of the G. M. Labs. in Long Island City as well as of the Paragon Studios and labs and San Jacq Film Printing Corp. in Fort Lee, N. J. One year later he became gen. mgr. associated with J. E. Brulatour, Eastman distributor.

JAMES M. GAINES, v.p. in charge of NBC's O&O's, first came to the network in 1942 in the station's department. Two years later he was made asst. advertising and promotion dir. for NBC, a position he held until 1945 when he was named mgr. of the planning and development department. In 1946 Jim was appointed gen. mgr. of WEAF (now WNBC) when the outlet was established as a separate operating entity. On Aug. 1, he was promoted to the post of dir. of NBC's O&O's and was elected v.p. in 1950.

JOHN GUEDEL, v.p. of John Guedel Radio Productions, had to leave UCLA in 1932 to dig ditches. One depression and many jobs later, John decided that he wanted to write for the movies. Following a stint with NEA, he joined Hal Roach and finally ended up with a Los Angeles Agency where he worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny." Among his other productions are "House Party," "Life With Linkletter," and "You Bet Your Life."

MARK H. HAWLEY, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-Marquette agency before joining N. W. Ayer in 1950.

ROBERT E. DUNVILLE, pres. and gen. mgr. of the Crosley Bcstg. Corp., at the age of 22 was the youngest advertising mgr. in St. Louis motor circles. Next he joined the sales dept. of KMOX, St. Louis, rising to asst. gen. mgr. of the station a short time later. In 1937, Bob moved to WLW, Cincinnati, and was appointed gen. mgr. of WSAI, Cincinnati, then owned by the Crosley Bcstg. Corp. In 1938 he became gen. mgr. of the two Stations. He next was made a v.p. of Crosley and in 1949 headed the Corporation.

MARTIN B. CAMPBELL, gen. mgr. of WFAA (Dallas), has held the job for over 18 years. He moved into broadcasting when he quit as radio editor of the Louisville Times back in 1927. In the 30's, he moved to WFAA. Since then, the 50 kw station has become one of the most influential in the southwest, its air properties including WBAP, a 5,000 watter and a recent addition, WFAA-TV Campbell has been a board member of the NAB, SPAC chairman of NBC, and served with the OWI in World War II.

JCHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV (Washington), a Philadelphian by birth and a graduate of the University of Pennsylvania. It was in the City of Brotherly Love that Hayes began his radio and television career, starting at WIP. Later, he moved over to WOR in New York, and from there into the Army. After the war, he was station manager of WQXR for two years and then moved to WINX, the Washington Post station. When WTOP became the Pcst station, Hayes made his switch.

HUGH HOLE, director of radio and TV for Brooke, Smith, French & Dorrance, Inc., a post he assumed in 1948. A graduate of the University of North Carolina in 1942, Hugh entered the radio department of Benton & Bowles, where he remained for four years. In 1946, he formed Television-Radio Enterprises, Inc., his own production company. Before joining Brooke, Smith, French & Dorrance, he served as supervisor of all commercial production at Dancer-Fitzgerald-Sample, Inc.

LES JOHNSON, v.p. and gen. mgr. of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. Les returned to The Argus as advertising mgr. and 14 years ago assumed the general managership of WHBF. With his newspaper background he was able to build the station into a preeminent news outlet, a position which he jealously guards.

GEORGE S. JOHNSON, gen. mgr. and chief engineer for KOB-TV, Albuquerque, N. M. obtained his Amateur Operator's license in 1922. In 1928 George graduated from the U. of Colorado, and immediately entered the radio dept. of General Electric in Schenectady, where he stayed for three years. In 1932 he left this position to become chief engineer for KOB. When KOB applied for a TV station in 1946, George was made gen. mgr. and chief engineer. Today he still retains those duties.

WALTER J. DAMM, v.p., and gen. mgr. of the Milwaukee Journal stations, WTMJ and WTMJ-TV, started his career in 1913 on the old Evening Wisconsin in Milwaukee. In 1916 he transferred to the Journal where he specialized in advertising. Walter became promotion and radio manager of the paper's radio station in 1922 and was soon recognized as one of the new industry's leaders. He was elected president of the NAB in 1930. Walter's brainchild, WTMJ-TV, launched in 1947, is the nation's seventh oldest TV station.

ARTHUR J. DALY, radio and TV dir. for Peck Advertising Agency, Inc., began his radio career as a producer at NBC after graduation from Villanova College in 1929. Over a period of eight years he produced numerous shows in varied classifications. In more recent years, Art has produced the "Pontiac Variety Show," "The Cresta-Blanca Carnival," and in a five-year stint on the West Coast such outstanding programs as the "Corliss Archer" show. His latest are "Powerhouse" and "Johnny Olsen Rumpus Room."

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, was well-grounded in radio and communications during his World War I Naval Service, with duty at the Naval Radio Station, Arlington, Va., and the Navy Dept. of Radio Control. In 1929 he joined the Federal Radio Commission as a senior engineer and was advanced two years later to asst. chief engineer, then chief engineer in 1938 and Commissioner in 1944. He resigned from the commission to assume his present duties on Jan. 1, 1948.

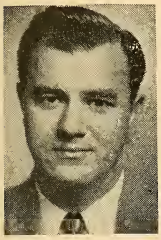
EDWARD C. HORSTMANN, chief engineer of ABC's central division, is another quarter-century veteran in the industry. Before joining NBC as a radio operator in 1927, Ed started with Mackay Radio in Chicago where he served as chief dispatcher and traffic engineer. In 1928, he became control operator and two years later, studio engineer. In 1942, he transferred to the newly formed Blue network as chief engineer of the central division. In the past ten years, Ed has seen his staff grow from 12 to more than 100.

STANLEY E. HUBBARD, general manager and co-founder of KSTP and KSTP-TV (Minneapolis-St. Paul), got his first radio experience in 1910, when he built one of the first amateur radio transmitters in Minnesota. Following World War I service, Stan organized the first commercial airline in the U. S. and then in 1924, launched WAMD, which changed its call letters to KSTP in 1928. He began experimenting with TV in 1939 and in April 1948, began full commercial operation of television in Minneapolis.

HAROLD FAIR, director of radio and TV for Bozell & Jacobs Ad Agency, is a veteran of over 25 years in radio and TV. He was announcer-producer and later, program director at KOIL, Omaha. From there he moved to WBBM, Chicago, as announcer-producer and in 1930 he became general manager of WBEN, Buffalo. In 1932 he moved back to CBS, Chicago, then to Omaha as radio director for Bozell and Jacobs. After 13 years at WHO, Des Moines, he served as program dir. for the NAB befor joining WHAS, Louisville, from where he returned to the agency.

HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950. After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the Midwest region.

JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio. Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur. He entered TV in June 1950 when the Houston Post Company purchased KLEE-TV.



RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935. In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radiohio, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Television Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.

WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, AM, FM and TV outlets respectively in Richmond, Va., is a life-long resident of this state capital. Starting in the automotive business, Havens later became Philco battery distributor and his interest in radio was aroused. In 1926, he was granted a license for WMBG, and in 1946, received an FM grant, WCOD. April 1948 marked the advent of the "South's First Television Station" when WTVR went on the air.

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM, and WAFM-TV (Birmingham), is a native Alabaman, born in Sumterville. Graduating from Colorado College, he began his career there, being associated with Fawcett Advertising Agency and the Wofford Oil Co. In 1937, coming back to Alabama, he joined WAPI and in 1947, launched the FM operation, WAFM. Two years later in 1949, Thad provided the organizational drive as WAFM-TV was launched by the company.

JULES HERBUVEAUX, manager of the television department in NBC's central division, got in on the ground floor of radio, conducting the first orchestral music program over KYW (Philadelphia) in 1922. Moving to WJJD (Chicago) as musical head, he conducted the first NBC program at the International Livestock Show which was destined to develop into the National Farm and Home Hour. In 1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.

TED COTT, gen. mgr. of WNBC and WNBT, began his radio career at 16 when he joined WNYC as an announcer, producer and dir. Ted soon found himself at CBS where he became a free-lance producer. At CBS he directed a soap opera entitled "Society Girl" and also emceed the Kostelanetz program. After a period with WNEW, N. Y., where he became v.p. Ted resigned and joined NBC as gen. mgr. of WNBC and WNBT, N. Y. His defense of Independent stations at the NAB confab in 1950 brought him fame and recognition.

EVERETT N. CROSBY, president of Bing Crosby Enterprises, Inc., left his own artists and talent agency years ago to become agent and personal mgr. for his brother, Bing. From shirts to cattle to oil wells, his range of activity is kaleidoscopic. His latest venture is a new corporation, known as Bing's Things, Inc. Ev's hand has been the guiding genius responsible for most of the over-all planning of the Crosby organizations, a model of achievement in the American manner.

JAMES C. DOUGLASS, v.p. of radio and TV at Erwin Wasey Ad Agency, has had extensive experience with major network shows. He served as co-ordinator of radio and TV advertising for the Colgate-Palmolive-Peet Co. before joining the agency. He was actively concerned in the development of all the firm's broadcasting activities, including the Colgate Comedy Hour, Our Miss Brooks, and others. Previously he had served in the Navy and was program production mgr. for CBS in St. Louis.

DON FEDDERSON, exec. v.p. and gen. mgr. of KLAC and KLAC-TV, Hollywood, entered radio from the newspaper field just eight yrs. ago as salesmgr. of KYA, San Francisco. He became gen. mgr. of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two coast cities. In 1945 KMTR's call letters were changed to KLAC and Don took over as manager. In 1948 KLAC-TV went on the air just ninety days after ground-breaking ceremonies.

EDWIN S. FRIENDLY, JR., national dir. of television sales for ABC-TV, started as an asst. time buyer for BBD&O in 1945. He was soon promoted to time buyer and subsequently became a producer-director with the agency. Next he served as radio account executive before leaving BBD&O to join Al Paul Lefton Co. where he shortly was made radio-TV director. He joined ABC's TV sales dept. in 1950 and a year later was appointed eastern sales mgr. In October of 1951 Friendly was raised to his present post.

CHARLES H. CRUTCHFIELD, v.p. and gen. mgr. of WBT and WBTV, Charlotte, N. C., got his start in radio with WSPA, Spartansburg, S. C. In 1931 he joined WBIG, Greensboro, N. C. as announcer and later became program dir. In 1933 Charley moved to WBT, Charlotte, as an announcer and by 1946 was gen. mgr. and a member of the board of directors. At the same time he was made secy.-treas. of the Jefferson Standard Bcstg. Co., WBT operator. In 1947 he was made a v.p. and in 1949 doubled his duties with WBTV.

PAUL ESHLEMAN, head of manufacturing operations for Allen B. DuMont Labs., Inc., has been with the firm's mfg. div. since 1942. He served as production control mgr. followed by a brief span in an organizational capacity at WABD, N. Y. In 1947 Paul returned to the mfg. div. to organize and supervise a night shift to turn out receivers in an effort to meet the demand. Later he converted the Wright Aeronautical plant in East Paterson into the largest unit in the electronics industry.

JOHN E. FETZER, owner of WKZO-TV and chairman of the TV board of review, which is charged with enforcing the code, is a veteran of more than 30 yrs. in radio and TV. As an engineer he helped to build a number of pioneer stations in the middle west. He then became a consulting engineer and in his experience has run the gamut of jobs from announcer to president. John is president of the Fetzer Bcstg. Co., operating WJEF, CBS outlet in Grand Rapids, and also heads up WKZO and WKZO-TV, Kalamazoo.

WILLIAM FAY, v.p. in charge of the broadcasting div. of Stromberg-Carlson and a director of that company, is gen. mgr. of its three stations, WHAM, AM-FM-TV. In 1922 he joined WGY, Schenectady as an announcer. Bill went to Buffalo in 1927 where he became studio mgr. of WMAK. In 1928 he was invited to WHAM as program mgr. and in 1929 stepped up to gen. mgr. In 1942 he was made v.p. and dir. of the Stromberg Carlson Company. Bill's particular pride is the $1,000,000 Radio City, home of WHAM.

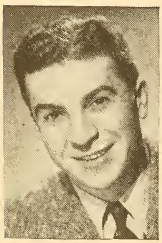
C. RICHARD EVANS, gen. mgr. of KSL and KSL-TV, Salt Lake City, joined the station's staff as a technician in 1927. During the war he took time out to do research for the government and aided in the development of an anti-sub weapon, still being used by the U. S. Navy. In 1943 he returned to KSL as chief engineer and later was made asst. gen. mgr. of the station. In 1948 he was promoted to gen. mgr. of KSL and when the station came on the air with TV, Dick also took the reins at KSL-TV.

W. D. ROGERS, JR., vice president and general manager of KEYL-TV (San Antonio), was formerly with the Coca Cola Bottling Co. of West Texas as sales and advertising manager and served with the Air Force for three years during World War II. Coming to San Antonio in 1950, he assumed active management of KEYL, which was then under construction. In January 1951 he was elected to the TV board of directors. He has also been active in the Lions Club, the Lubbock Ad Club and the Lubbock Sales Execs Club.

DONALD A. NORMAN, newly appointed manager of KNBH (Hollywood), has been with NBC for the past eight years. Prior to going to KNBC (San Francisco) in 1943, he had worked with A. C. Nielsen as a field supervisor and Standard Brands. Other NBC posts held by Norman include: sales director of WNBC-WNBT (New York); account executive in national spot sales and manager of spot sales in the Western division. Before his recent appointment, Norman was sales manager for the NBC station.

WILFRED S. ROBERTS, director of radio and television at Pedlar & Ryan Agency, first went to NBC as a staff producer at NBC in 1936, following his graduation from the University of Wisconsin. Two years later, he was appointed assistant manager of the commercial department and in 1940, became national production manager. In 1942, he left NBC for the Office of Inter-American Affairs, heading the New York office. Before joining Pedlar & Ryan in 1948, he was also with Corday-Roberts, Inc.

TOM SLATER, vice president and associate director of the radio and television departments of Ruthrauff & Ryan, has been with that agency since 1940. Previously, he had been director of special events and sports for the Mutual network. Before getting into broadcasting, he had been on the staff of Northwestern University, Miami U and the Western College for Women in Oxford, Ohio, in addition to doing promotion work for the Scripps-Howard newspapers. He has been in the industry now for nearly 25 years.



VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his schools days, he has been with the Chicago Daily Times, an assistant to Commerce Secretary Harry Hopkins, a director of the Clear Channel Broadcasting Service and a World War II soldier. After the war, he returned to CBS, resigning in 1947 to join WHAS.

JAMES D. SHOUSE, chairman of the board of the Crosley Broadcasting Corporation, has been in this post for the past two years. Coming to radio in 1929 with CBS, Jim later went to the Stack-Goble agency and to KMOX (St. Louis) as manager. He joined Crosley in 1937 as vice president in charge of broadcasting, and since, has brought the key Crosley station (WLW) a host of national awards. In 1946, he became president of Crosley and later chairman. He is also on the Avco board, parent outfit of Crosley.

WILLARD (Bill) SCHROEDER, general manager of the Grandwood Broadcasting Company, operators of WOOD and WOOD-TV (Dothan, Alabama). Following graduation from the Missouri School of Journalism, he worked for a while in the Hearst chain. In 1936, he became a salesman at WCAE (Pittsburgh) and four years later was named sales manager. WINS (New York) came next in 1944 where he was general manager. In 1948 he was named radio-TV director of Ketchum, McLeon & Grove, going from there to WOOD in April 1950.

GOAR MESTRE, head of CMQ, Radiocentro (Havana, Cuba), using both showmanship and his business training (acquired at Yale University) has made broadcasting a going enterprise in the Pearl of the Antilles. Under his direction, Radiocentro has a 1,650 seat movie theatre, a ten story office building, restaurants, bank, drug store and other assorted shops. In TV for little more than a year, Mestre has found the means to make it a success, having sold out nearly all commercial time.

JACK DeWITT, president of WSM and WSM-TV (Nashville), got his start as an amateur radio "ham" during World War I, and by 1923, had built his own radio station at home. He helped build WSM in 1925 and remained there on a part-time basis until 1928, when he joined Bell Telephone Laboratories. He came back to WSM in 1932 as chief engineer, leaving again for Bell during World War II. Following service, he became president of WSM and under his guidance WSM-TV was launched in 1950.

MARSHALL ROSENE, general manager of WSAZ and WSAZ-TV (Huntington, West Virginia), started in radio in 1942 with WCHS (Charleston), prior to which he had been with the Chicago Herald & Examiner, and the Ohio Citizen (Columbus). After two years at WCHS, he went to WSAZ (Huntington) as station director and in 1949 was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the TV operation was erected in a mere 58 days. Later he helped establish a microwave setup connecting three stations.

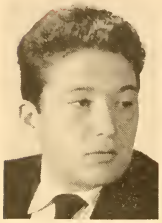
CLAIR R. McCOLLOUGH, president and general manager of the Steinman Station, which include outlets in Lancaster, Harrisburg, Reading, York and Easton, Pennsylvania and Wilmington, Delaware. A longtime veteran in the industry, McCollough has found time in addition to his regular duties, to serve on the TV code committee, as chairman of NBC's station planning and advisory committee and as president of the Pennsylvania Broadcasters Association. He is also a member of the NARTB affiliates committee.

THOMAS M. McDONNELL, director of radio and TV for Foote, Cone & Belding, was one of the men who wrote dialogue for "This Is the Army," while serving as a sergeant during World War II. He came to the agency in 1947 as supervisor for all radio on the Toni account and in October 1948, was placed in charge of the radio department for the agency. Prior to joining the agency, Tom was with CBS. Accounts with which he has been closely associated, in addition to Toni, are General Foods and Rheingold.

W. R. (BILL) McANDREW, general manager of WRC, WRC-FM and WNEW, the three NBC outlets in Washington. An old newspaper man, McAndrew went to the sports desk of the Washington Times-Herald in 1935, following graduation from Catholic University. Before going to WRC in 1944, Bill worked with U.P., the capital office of the NBC red network, Broadcasting Magazine and the Board of Economic Welfare. He held several posts with WRC until 1949, when he was named general manager of the three stations.

HAROLD L. MORGAN, JR., vice president of the ABC-TV program department, started with the network (then Blue) in November 1943. Originally, he started as a research analyst, following graduation from Harvard. Morgan left Wall St. in 1937 to work with Earl Anderson, then a consultant to Edward J. Noble. When the latter bought WMCA in 1941, Morgan joined the station as personnel manager and purchasing agent and two years later, when Noble bought the Blue network, he switched over.

TOM McDERMOTT, director of television at Benton & Bowles, came to the agency in 1942, following experience at WNYC and WOV (New York). He first wrote and directed a series with Ireene Wicker and then later, directed "When a Girl Marries" and the "Prudential Family Hour." "Wendy Warren and the News" is one of his originations. Not content with practical experience, Tom, a graduate of Manhattan College, has taken post-graduate drama courses at Columbia, Fordham, NYU and the New School.



RICHARD A. MOORE, general manager of KTTV (Los Angeles), has been honored by the Academy of Television Arts and Sciences and has been cited by the Congress of Parents and Teachers Association and the Southern California Association for Better Radio and Television. A graduate of Yale Law School, Moore previously was a key figure in launching the ABC-TV network, and prior to assuming his present post in 1951, was director of TV for the ABC Western division and KECA-TV (Hollywood).

JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY (Schenectady) in 1934. Two years later, he became manager of international broadcasting for General Electric. Experiences gained in this post resulted in his being lent to the government during the war, John serving with the OWI as chief, facilities bureau in New York. Prior to his joining Cunningham & Walsh, he served at Buchanan & Co. as director of radio and television.

VICTOR SEYDEL, radio and television director of Anderson and Cairns Agency, got his start in show business, working as a song-and-dance man. He jumped later to join Jerome Cargill Production Agency as a producer. In 1940, he went to the Blue net, moving from there in 1944 to become Eastern radio and TV director in the New York office of Walker & Downing Agency, leaving there in 1949 to take a similar position with the Anderson & Cairns Agency. He is a native of Grand Rapids, Michigan.

ALVIN SCHROTT, manager of WJAC-TV (Johnstown, Pa.), has been with the Johnstown Tribune Publishing Company (parent company of the station) since 1932. He remained with the paper in one capacity or another, except for World War II Navy service, until 1949 when WJAC-TV was opened. Al, though inexperienced in the broadcasting field, was selected to head the new station. Since September 15, 1949, when WJAC-TV took the air, the station's performance has more than proved the choice a good one.

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV (Chicago). Associated with the parent Tribune Company for more than 30 years, he has taken an active part in the development of its radio and television properties. He joined WGN in 1931 as director of public relations and in 1940 was named station manager. When Mutual was formed in 1936, Frank was present. He is a native of the Windy City and a graduate of Northwestern University at nearby Evanston.

ROGER PRYOR, director of television for the New York office of Foote, Cone & Belding, started in Summer Stock at the age of 18, and since has taken leading parts on Broadway and Hollywood. Radio followed with Pryor leading an orchestra and em-ceeing the "Gulf Screen Guild Program" and appearing on the U. S. Steel program, "The Pause That Refreshes" and "The Hildegarde Show." He took his TV position in 1947 and has handled television productions for a number of the agency's leading accounts.

PRESTON H. PUMPHREY, in charge of television at Maxon, Inc., since his graduation from Ohio Wesleyan University has served on the production staffs of NBC and Benton & Bowles as radio director for Fuller Smith, Ross, Inc. and Warwick & Legler, Inc. Turning to TV in 1947, he joined Maxon. Radio shows he has produced and directed include "The Fred Allen Show," "Metropolitan Opera Auditions" and "Minute Mysteries." Friday night boxing bouts for Gillette and the Kentucky Derby are to his credit in TV.

TONY PROVOST, vice president and member of the board of directors of Hearst Radio, Inc., as well as supervising all Hearst broadcasting operations: WBAL and WBAL-TV (Baltimore) and WISN AM and FM (Milwaukee). Tony first joined Doremus and Company following his getting a degree from William and Mary, then later worked under Thorne Smith. Before joining Hearst, he also was associated with Miller Tape Recording Company, the Empire Broadcasting Company and NBC as program director of their key outlet.

OWEN SADDLER, general manager of KMTV (Omaha), has had a varied career. He has been an English instructor at two universities, a newspaper reporter and a legal assistant in the E. I. du Pont de Nemours and Co. department. He came to radio in 1938 at KMA (Shenandoah, Iowa), becoming its general manager in 1945. When KMTV was opened in 1949, Saddler was at the helm. Today, he leads a busy life, shuttling between WBTV and KMA, where he still holds the post of general manager.

A. CARL RIGROD, radio and TV executive at Donahue & Co. advertising agency. Getting his degree in journalism at the University of Missouri, Rigrod moved into the motion picture field. He was publicity agent for Universal Pictures for a period and later wrote and directed the first studio TV program sponsored by a film company (RKO). Today, he directs all radio advertising activities for MGM plus others and serves as director of motion picture, radio and television departments at the agency.

JAMES G. RIDDELL, president of WXYZ, Inc. (Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC, Jim was made general manager. The television operation was begun under his guidance in 1950, he was named president of the corporation.

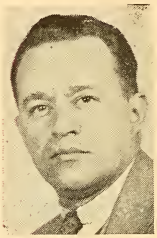
COL. B. J. PALMER, owner and operator of WHO (Des Moines), WOC (Davenport) and WOC-TV, started in radio back in its earliest days, getting a license for WOC in 1922. Later he added WHO, buying it from the Bankers Life Insurance Company during the depression. In addition to bringing radio to Iowa, Palmer lists other firsts: first Iowa TV station; first to serve the Quint cities, first station to telecast a hog auction and first station to telecast Three-I League baseball games.

WILLIAM S. PALEY, chairman of the board of directors of the Columbia Broadcasting System, started in radio in 1928 as president of the year-old CBS network, a post he held until 1946, when he took his present position. Under his direction, the radio network has expanded widely and TV has been started. From 1943 to 1945, Bill took a leave of absence for a special assignment overseas with OWI and later was named radio chief of the Psychological Warfare Division of SHAEF.

JOHN M. OUTLER, JR., general manager of WSB and WSB-TV (Atlanta), a native of Metcalf, Ga. and a graduate of Emory College. Following school, he became classified ad manager at the Augusta Herald. The Atlanta Journal followed in 1916, and there he remained until 1930 when he joined WSB as business manager. In 1944, he was appointed general manager of the radio outlet and in 1948, when the television operation was launched, he assumed the double duties of general manager for both AM and TV.

PAUL RAIBOURN, vice president of Paramount Pictures Corp., heads that company's TV interest as president of Paramount Television Productions, Inc. His early surveys lead to Paramount's investment in 1938 in DuMont Laboratories, the establishment of KTLA (Los Angeles) in 1942, pioneering of large screen theatre TV and the development of the Paramount video transcription system. Raibourn, who has an electrical engineering degree from the University of Illinois, has been with Paramount since 1921.

IRVING ROBERT ROSENHAUS, president and general manager of WATV (Newark), originally got a law degree from John Marshall Law College and practiced that profession for a few years. Changing his mind, he went to the Bremer Broadcasting Corporation as assistant manager of WAAT, helping guide that station to a predominant role in the North Jersey market. In 1947, when the corporation got a CP for a TV station, Irv took over and in May of 1948, WATV was opened under his leadership.



COL. HOWARD NUSSBAUM, radio and TV director in the Harry B. Cohen Advertising Agency, was a TV director for NBC prior to the war, at which time, he organized the radio department for the Air Force. Later, he organized the combat reporting of the European invasion. Leaving service, he became national production manager and Eastern program manager for ABC. He remains in an advisory capacity to the Secretary of Defense in matters relating to the North Atlantic Security Pact.

EDWARD D. MADDEN, v.p. of NBC-TV, joined the network Feb. 1, 1950 as assistant to Joseph H. McConnell, president. Six months later he was promoted to v.p. and assigned to the networks TV dept. Madden has been exec. v.p. and dir. of the American Newspaper Adv. Network, and prior to this he served for 12 years as a v.p. and dir. of McCann-Erickson. During his agency associatoin Madden had an outstanding record in the field of research, media, marketing, merchandising, and advertising.

ARDEN X. PANGBORN, general manager of WOAI and WOAI-TV (San Antonio), left his post as managing editor of the Portland "Oregonian" in 1940 to enter radio as manager of KGW and KEX, the then Red and Blue network outlets in that city. A native of Kansas, Pangborn spent most of his life in Oregon. Later he returned to his former post at the "Oregonian," from which he resigned in 1951 to accept the general managership of the Southland Industries stations. In addition, Pangborn has also been active in NARTB.

EDWARD R. HITZ, Eastern sales manager for NBC television, a quarter century veteran with the network. For most of the time he has worked in a sales capacity in New York except for 1934-35 when he headed the net's Philadelphia office. In 1939, Ed became assistant to the vice president in charge of sales and in 1946 was appointed assistant sales manager of the Eastern network. Following a term as assistant director of network sales, he moved into his present position.

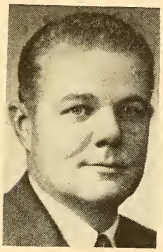
JOHN HUGHES NORTON, JR., vice president in charge of the ABC Central division, graduated from the University of Maryland in 1929 and has been in the industry ever since, with the exception of ten years spent in Wall St. He joined NBC's commercial engineering department in 1931 and shortly thereafter became assistant sales manager of the net's O & O stations. When the Red and Blue networks were split, he went to the latter. After holding several ABC posts, he took his present position in 1948.

JOHN McPARTLIN, sales manager for WNBQ (Chicago), has been with NBC since 1944. Prior to that, he was with General Tire and Rubber Company and the Public Service Company of Northern Illinois, both in sales capacities. Following a period with NBC as a national spot salesman, he was made coordinator of TV sales for NBC-Chicago in 1948. Two years later, he moved into his present post, in which he has been responsible for bringing some of the top accounts to the station.

WILLIAM ALEXANDER CHALMERS, v.p. and radio-TV dir. of Grey Ad Agency, Inc., came into TV with a background of experience in the movies and the theatre. He was a contract player for Paramount and Universal in Hollywood, and later acted on Broadway. During the ensuing years, "Bill" served with BBD&O, Geyer, Cornell & Newell, Erwin Wasey, The Biow Co., and Free & Peters. He joined K&E in 1947, as v.p. and radio-TV dir., later moving to the Grey Agency in the same capacity.

F. VAN KONYENBURG, v.p. and gen. mgr. of WTCN, WTCN-TV, Minneapolis-St. Paul, Minn., started in the adv. field as a member of the promotion dept. of the Milwaukee Journal. Van stayed with newspaper adv. until 1935, when the Minneapolis Tribune, paper paying his weekly check, combined with the St. Paul Dispatch-Pioneer Press and purchased WTON. From then on Van became a time salesman for WTCN and 12 years later became general mgr. Under his guidance WTCN has added FM and a TV license.

ROBERT B. HANNA, station manager of WGY-WRGB-WGFM, Schenectady, a General Electric veteran since 1929, when he graduated from Butler University. At the New York World's Fair in 1939-40, he was in charge of the company's "House of Magic" exhibit. World War II took him into the Army Signal Corps from which he returned to G.E. Though he has been at his present post since only September 1949, he is well known in up-state New York, having taken part in numerous civic organizations in the area.



JACK POPPELE, vice president in charge of engineering for WOR (New York) and a member of the MBS board of directors. Jack's radio activity began in 1922 when he first helped put WOR on the air at Newark, N. J. The tiny 250 watter has grown to 50 kw since then, and a television outlet has been added. His associations in the industry are numerous: a fellow of the IRE, director of the veteran Wireless Operators Association, member of the Society of Motion Picture Engineers and former president of the TV Broadcasters.

DONALD M. McCLURE, television director of N. W. Ayer and Son, Inc., New York. Upon getting his degree from the drama department at Carnegie Tech, Don acted, wrote and directed for Universal Pictures, First National and RKO in Hollywood. He got his first taste of radio as director of remote pickups for Ripley's "Believe It Or Not" and after a wartime hitch in the Navy, became director of television production at the Ayer agency. He is a past president of the American Television Society.

CLYDE W. REMBERT, manager director of KRLD, AM-FM-TV, Dallas Times Herald stations, has been at KRLD since 1926, starting as an advertising salesman. Moving up the ladder, he was named managing director for radio in 1939 and assumed the same role for the TV outlet when it started. A native of South Carolina, Clyde moved to Texas at the age of 11 and has been there since. Outside associations in the past include membership on the Columbia Affiliates Advisory Board and the NARTB board from district 13.

ADRIAN SAMISH, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., since the age of 17 has been an actor, director and stage manager in Broadway and Summer stock productions as well as a director for movies. He has worked in radio since 1935, having been with Arthur Kudner and Young & Rubicam before becoming v.p. in charge of radio and TV programs for ABC. Since leaving the latter for D-F-S, he has handled all of the agency's TV productions.

MERLE S. JONES, v.p. in charge of stations and general services for CBS-TV, previously served as gen. mgr. of two CBS O&O's, KNX-radio and KTSL-TV in Los Angeles. In addition he was head of the Columbia Pacific Network. At present he is also charged with responsibility for CBS owned TV stations, the dept. handling national spot advertising for a selected list of CBS-TV stations, and the CBS-TV film syndicate. He shuttles between the east and west coasts in the disposition of his duties.

KEN CARTER, gen. mgr. of WAAM-TV (Baltimore) entered the medium about ten years ago as time salesman for a local indie. Later, he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in October 1949 as local sales manager, and was made general manager in October 1950.

GEORGE FREY, v.p. of network sales for NBC-TV, started as a radio repairman for the network in 1926. After two yrs. he was appointed a contact clerk in the sales dept., subsequently advancing to salesman and network salesman in 1938. Promotions thereafter were: sales service mgr. in 1940; asst. sales mgr. in 1945; eastern sales mgr. in 1946, dir. of network sales in 1947, and in 1949 he was appointed dir. of TV sales for NBC. George has played a key role in NBC's leadership in gross billings for TV.

ALFRED L. HOLLENDER, vice president of Louis G. Cowan, Inc., is a native of the Windy City with a degree from the University of Illinois in engineering and journalism. Following his school days, he joined WJJD (Chicago), serving in various roles. Next, he became program director at WIND. World War II found him serving at Gen. Eisenhower's headquarters with the Psychological Warfare Division. When Cowan formed his own packaging company, Al joined him as a stockholder and vice president.

M. C. WATTERS, vice president and general manager of WCPO and WCPO-TV (Cincinnati), started in radio with NBC following his graduation from Georgetown University. He next became radio director of the Lewis Edwin Ryan agency which he left to become general manager of WHEC (Rochester). Before joining WCPO in 1938, as general manager, he also served with WCHS (Charleston, W. Va.). He was made a vice president two years later and in 1941, a director of the corporation.

ROBERT F. JAMIESON, sales service mgr. for CBS-TV was previously with DuMont Network. Bob has just about run the TV gamut, from selling and installing sets to sales mgr. He made his TV debut in 1939, when he left a job with Loose-Wiles Biscuit Co. to become a TV installer for a Paterson, N. J. appliance store and then went on to DuMont Labs., Inc. to get his break in 1941. He learned the business from different angles and became mgr. of station relations in 1950.

MYRON P. KIRK, v.p. and executive director of radio and TV at the Kudner Agency, Inc., came to his present post through experience in the banking, brokerage, agency, theatre, and movie business. From 1938 to 1941 he was in Hollywood as a v.p. of United Artists. Kirk has been one of the inspirational personalities behind Milton Berle's "Texaco Star Theatre." He joined the Kudner agency in 1941 as director of radio and later became v.p. in charge of radio and television.

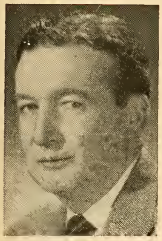
WALTER COMPTON, gen. mgr. of WTTG, Washington, D. C., entered radio in 1935 with WDBJ, Roanoke. The next few yrs. saw him at WCSC, Charleston; WIS, Columbia; and at Greenville as program dir. of WFBC. Walter moved to WOL, (D. C.), where he was White House announcer for WOL and Mutual. In 1939 he originated "Double Or Nothing," first of the quiz shows. He left WOL and Mutual in 1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.

LYLE DeMOSS, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB. WOW was his next stop where he became production manager in 1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.

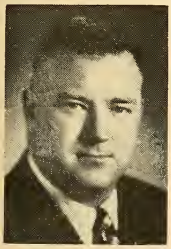
GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and free-lanced around WLS, WEBH, and WGN. In 1928 he joined CKY, Winnepeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.

WALTER CRAIG, v.p. in charge of radio and TV at Benton & Bowles, Inc., was born in St. Louis and has been in show business since childhood. In 1930 he moved from the stage and became program dir. of World Bcstg. System. Later he headed his own production firm but a forced retirement sent him to Bucks County, Pa., for two years of Guernsey cattle raising. He returned as program dir. of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.

ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In 1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.



ROBERT W. KELLY, dir. of radio and TV for J. D. Tarcher Advertising Agency, has a sound business background to equip him for his specialty of TV spot commercials. Aside from McKesson and Robbins-sponsored "Date With Judy," all broadcasting activities supervised by Bob have to do with spots, for such leading advertisers as Benrus Watch Co., Personna Blades, White Rose Tea, and others. Prior to joining Tarcher, Bob was serving as executive for a major oil company. He is a New England native.



DON L. KEARNEY, national mgr. for ABC-TV Spot Sales, was formerly head of the co-operative program sales dept. of the Mutual Broadcasting System. In addition to the primary task of selling the basic concept of spot TV, Don's duties include the assembling of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers. In 1949 Don had the distinction of being the only station representative to address an ANA convention.

STEVENS P. JACKSON, dir. of TV at William Warren, Jackson and Delaney, first broke into the advertising field when he joined Benton & Bowles Agency after being educated at Duke. He next became an account executive for WHN, N. Y., and then in the same capacity for WMCA, N. Y., following which he saw service in the Coast Artillery Corps. At war's end, he returned to his old post at WMCA, and a year later joined the William Warren Agency as an account exec. and soon became a partner and dir. of TV.

CHARLES E. RYND, chairman of the board of the Audio-Video Products Corporation and its subsidiaries. Audio-Video Recording Company, Inc. and A-V Tape Libraries, Inc. From 1935 to 1942, Charlie was with NBC in sales and traffic. Moving to ABC as sales service manager, he later became vice president and assistant secretary of the company. Being interested in delayed broadcasts through tape, he formed Audio-Video in 1948 when he left the network field to become president of the organization.

JOHN S. DAVIDSON, v.p. and dir. of radio and TV for Fletcher D. Richards, Inc., is a New York native and a Yale graduate. He entered the radio business in sales and programming at NBC in 1926. Before that he had been with Judge and the Selznick Motion Picture Co. In 1931 Jack went with Ruthrauff & Ryan. Three years later found him associated with Young & Rubicam. Two years with J. M. Mathes followed Y&R and preceded a short stint with Federal Advertising Agency. He joined Richards in 1947.

GEORGE FOLEY, president of Foley and Gordon, Inc., TV production firm, has an agency background, which has proved invaluable in helping him develop programs which can effectively be used in merchandising campaigns. Foley was public relations dir. for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Biggest of the Foley properties at present is "Tales of Tomorrow" on ABC-TV. First of the adult science fiction shows, it is already being widely imitated by other producers.

THOMAS B. McFADDEN, general manager of NBC-TV's owned and operated KNBH (Hollywood), started at the bottom in network, taking a job as a page in 1934. He has held since that time various positions: news writer in the net's N. Y. newsroom, news broadcaster at WGY (Schenectady) and WRC (Washington), director of news and special events for NBC, assistant manager and later manager of WNBC and WNBT (New York). During World War II, he served first with Naval Intelligence and later with the Army.

JOHN McCORMICK, general manager of WTAM-WNBK (Cleveland), started in the industry as an announcer for WGBS (now WINS, New York) in 1929. Next stop was WKRC (Cincinnati) in 1934 as manager. Two years later, he was named manager of WCCO (Minneapolis. In 1940 he came to Chicago in NBC network sales. From February 1945 to May 1946, he was radio director for the Republican National Committee, at which time he returned to NBC sales in Chicago. He assumed his present post in 1948.

PHILIP G. LASKY, exec. v.p. and gen. mgr. of KPIX television and KSFO, San Francisco, was a "ham" operator as a boy and later became a shipboard wireless operator. After a short time as a reporter on the Denver Post, he worked briefly at KFEL and KLX, Denver, KDYL, Salt Lake City, and in 1935 became manager of KSFO (then KTAB). 1940 he became a partner in KROW, Oakland, which he directed until it was sold in 1945. He returned to the management of KSFO and in 1947 took over its TV outlet KPIX.

CARL KING, v.p. of Sterling Television Co., was born in St. Louis and studied at the Univ. of Chattancoga, followed by a semester of law at Georgetown. His radio career was a well rounded one, including stints as newscaster, disc jockey and executive in many cities throughout the country. Since 1949 Carl has worked exclusively in television and films. At Sterling he has his hands full with production and management details, but finds time to star in his own show, "King Crossroads."

GAINES KELLEY, gen. mgr. of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, was born in Birmingham, Ala. and attended the Birmingham YMCA School of Technology. He was associated with the Progressive Farmer, the South's biggest farm journal for 21 years and from 1932 to 1948 he was classified advertising mgr. of the Greensboro Daily News and the Greensboro Record, owners of WFMY operations. He is a past president of the local Lions Club.

H. PIERSON MAPES, radio and TV dir. of the Hutchins Adv. Co., Inc., N. Y., came to TV via the adv. and merchandising field. He first joined the May Radio and TV Corp. in 1930, and in 1933 had risen to the position of sales prom. and merchandising mgr. In 1935 he moved from May organization to the Hutchins Agcy. where he handles the Philco TV Playhouse on NBC-TV. Pierson is charged with the responsibility of supervising Philco's TV programming, also taking part in Co.'s policies.

GAYLE V. GRUBB, v.p. and managing director of WJBK, Detroit, started with KFAB, Lincoln, Neb., where he was most everything from song writer to mgr. Later he joined WKY, Oklahoma City, as g.m. and built that station into one of the top in the country. Gayle was also associated with KGO and KGO-TV, San Francisco, Calif. During his student days at Nebraska University, Gayle was gearing his future to a successful career by editing his college paper, writing stories and cartoons.

WILLIAM VON ZEHLE, is head of the advertising firm bearing his name, owner of Package Shows, Inc., and producer of DuMont's "It's In The Bag." In the past he was associated with WNEW, WHN and WINS, and was a radio director in Hollywood for M. C. A. Bill has been most everything from a sailor to a salesman. Bill's father was a baron and his mother the niece of Lord Lister, of antiseptic fame. Despite this background Bill has a shirt sleeved attitude toward his work and life.

WILLIAM C. SWARTLEY, station manager of the Westinghouse Radio Stations in New England, got started in radio with the parent organization following his graduation from Cornell University. After several administrative posts, Bill became manager of the Westinghouse outlets in Ft. Wayne (WOWO and WGL). In 1940, he was named station manager of WBZ and WBZ (Boston). Army service came next and then he returned to New England. His work today includes both radio and TV.

FREDERICK A. LONG, dir. of radio and TV at Geyer, Newell & Ganger, Inc., joined the agency in 1946 as radio production mgr. and later became asst. dir. of the department. After starting in radio in 1927 he produced and directed on all the national nets; served as program dir. in Washington for CBS, was head of radio for Lord & Thomas in Chicago, served, during World War II, as dir. of U. S. radio activities, and until 1946 was account exec. and motion picture and TV dept. head with BBD&O.

WILSON M. TUTTLE, v.p. and dir. of radio and TV at Ruthrauff & Ryan, Inc., is charged with the responsibility of presenting the new Dodge-ANTA half on ABC, and new College Bowl series. Tuttle started as an actor-writer-director in the theatre. In 1936 he joined WOR as a staff director and remaining with the station until 1939. He then went to R. & R. and 3 years later joined A. & S. Lyons. Returning to R. & R., he was elected to his present post in 1946.

KENNETH W. STOWMANN, TV sales mgr. of WFIL-TV, Phila., is a veteran of 25 years in the broadcasting field. He joined WFIL staff in 1945 as assistant to the gen. mgr., following 3½ years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken is a member of the Poor Richard Club.

HY M. STEED, mgr. of WLAV, AM-FM-TV, Grand Rapids, Mich., deserted a law career in Illinois before joining the Army in 1917. Soon after his enlistment he became a leader of the 54th Field Artillery Band. Following the war Hy toured the U. S. and Canada with a group from his military band. He left show business flat for radio at WWJ, Detroit, and has been in radio ever since, taking on executive duties in 1929 with WMBC. In 1940 Hy moved across the state to become mgr. of WLAV.

R. G. WINNIE, station mgr. of WTMJ and MTMJ-TV, The Milwaukee Journal stations, has been with the stations for 23 years. Starting as an announcer in 1928, after graduation from the U. of Wisconsin, he broadcast play-by play sports and kept it up for 18 years. During this time Russ advanced from job to job with WTMJ, finally becoming asst. mgr., and then station manager in 1946. At this time Russ retired from on-the-air work in order to devote his entire time to station management.

NAT WOLFF, v.p. in charge of radio-TV production at Young & Rubicam was head of all radio on the West Coast for the OWI during World War II, and later organized the New York office and remained there for the duration. After the war he joined MGM as an executive but soon returned to radio where he became a top-flight writer as well as producer-director. In the latter capacity, he joined the team of Ronald and Benita Colman and Don Quinn in "The Halls of Ivy." He joined Y & R in 1951.

FRANKLIN SNYDER, v.p. and station mgr. of WXEL, Cleveland, O., joined the Jones & Laughlin Steel Corp. after graduation from the Carnegie Institute of Technology. In 1938 Frank and several of his friends formed the Quality Laboratories. This organization lasted five years and Frank went on to the Dravo Corp., and in 1944 transferred to the Magnetic Metals Co. Resigning from Magnetic Metal in 1949, he helped construct and organize WXEL and finally assumed active management.

CLINTON F. WHEELER, JR., director of radio and TV for Hewitt, Ogilvy, Benson and Mather, started by doing public relations for WGN, Chicago. Prior to the war he spent two years with KFRU, ABC affiliate, as announcer, producer-director and newscaster. Following this he embarked on a 3½-year tour of duty in the radio intelligence division of the U. S. Coast Guard. Before joining HOB&M, Clint was a member of the TV account service department of B. B. D. & O.

SYLVESTER L. WEAVER, v.p. in charge of TV for NBC, came to the Web from Y & R, where he was v.p. in charge of Radio and TV. His career started with writing advertising copy in Los Angeles, and turning to radio program production with CBS-Don Lee Web. Before joining Y. & R. in 1936 he was program mgr. of KFRC, San Francisco. During the war Pat served with the Office of Coordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

WILLIAM L. WEDDELL, v.p. in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago. He was with NBC, Chicago, as sales promotion mgr. and went on to Erwin Wasey & Co. to become radio director. Before joining Leo Burnett Agcy. in 1946, he returned to NBC. Among outstanding TV programs handled by Burnett are "Say It With Acting," "Smiling Ed McConnell" for the Brown Shoe Co.

READ HAMILTON WIGHT, dir. of radio and TV with J. M. Mathes, Inc., is a Harvard grad and got his first business experience with Procter & Gamble in the advertising dept. in Cincinnati. Read followed with positions as radio dir. for H. W. Kastor and Sons, Chicago; v.p. and Chicago mgr. of the World Bcstg. System; manager of Chicago and Midwest radio department for the William Morris Agency and from 1946-1948 he was with ABC as executive producer of the "Paul Whiteman Record Club," and "Stop the Music."

WILLIAM PAUL WARWICK, radio and TV director for Warwick and Legler, Inc., was associated with ABC and NBC-TV. Bill joined the agency two years ago and is currently producer-director for the Pabst Blue Ribbon Bouts, supervisor of "The Plainclothes Man," and the Hoffman Beverages "Children's Hour." In handling the Pabst bouts, Bill set up the first network sports telecasts from St. Louis, Detroit, and San Francisco. In connection with the work Bill has traveled some 200,000 miles.

JAMES LEONARD, gen. mgr. of WLW-C, Columbus, O., started in radio as announcer, producer, and sportscaster for the Univ. of Florida's station, WRUF, in 1934. Two years after his graduation he joined the staff of WLW in Columbus. Jim became one of the station's outstanding stars and in 1944 accepted the position of program director for WSAI, Cincinnati, which served to prepare him for his promotion to gen. mgr. of WLW-C in 1949. Columbus's first TV station has paid off under his command.

NATHAN LORD, v.p. and gen. mgr. of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville, returning in 1920 after a sojourn in Alberta, Canada. He became a reporter for the Post and The Courier-Journal and eight years later left the newspaper as day city editor to become advertising mgr. of the Girdler Corp. In 1933 he went with the Herald Post and in the same year became v.p. and gen. mgr. of WAVE, Inc. WRXW, FM outlet was added in 1947 and WAVE-TV on Nov. 24, 1948.

E. R. VADEBONCOEUR, v.p. and gen. mgr. of Central N. Y. Broadcasting Corp., operators of WSYR, AM-FM-TV, Syracuse, is forced to give up the daily news program which he has broadcast for the past twelve years, because of duties in running 3 mediums. His news covered some of history's most important events including broadcasts from New Guinea and the Pacific, as well as from Europe. He took over the news stint two weeks before Hitler invaded. Previously he had handled promotion for WSYR.

HERBERT B. WEST, head of the TV department at BBD&O, is a graduate of Birmingham-Southern College in Alabama, his native state. He began his career with the William Wrigley Co. on a sales promotion crew and from there, joined BBD&O. Sixteen years have passed since he joined the agency and he has served as a copywriter, radio account executive and account executive. His work today includes the supervision of some 50 TV accounts, and in addition he has also authored numerous trade articles.

NICHOLAS E. KEESELEY, v.p. in charge of radio and TV for Lennen & Mitchell, Inc., Agency, was born in Philadelphia and took his first agency job with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Mitchell, Keeseley was instrumental in setting up the agency's TV dept. He has had a hand in the production of the Old Gold Amateur Hour, "Stop the Music," the Tidewater Oil news program and many others.

H. P. LASKER, gen. mgr. of WLW-D, Dayton, O., was born and educated in Europe. Experience gained in transportation advertising while in France and England helped him to land his first U. S. job in that field at WLW. He held that post for ten years before being named sales mgr. for the TV outlet in Dayton. A little over two years ago he was appointed to his present position. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts.

U. A. LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., has been in TV since 1949. He has made WKRC his home for the past 15 years after leaving the sales end of automobile distribution. Having sold the mgr. of WKRC some quick automobiles, he was immediately hired for the station and in 1941 rose to the position of local sales manager. Gen. sales mgr. of the AM outlet was his next jump and in 1949 he was appointed gen. sales mgr. for WKRC-TV. One year later he was named mgr. of the station.

LINUS TRAVERS, executive v.p. and gen. mgr. of the Yankee Network, is also a "member of the board" of Mutual. While still a senior in college he joined WEAN, Providence, when shortly after he was transferred to WNAC, Boston. His career progressed when he became production chief, and later v.p. in charge of sales and production. In 1943 he was elected executive v.p. and member of the board of the Yankee Network. He is known as one of the best informed men in the radio-TV industry.

C. ROBERT THOMPSON, general manager of WBEN (AM-FM-TV), Buffalo, got his first job in radio with WAIU (Columbus) as a singer in 1925. Announcing at WCAO (Baltimore) followed in 1928. In 1931, he and Cliff Harris, leased WTBO (Cumberland, Md.) and became co-manager. In 1932, he went back to Columbus with KCAH and later to WCOL. Bob went to Buffalo in 1938 with WEBR and then to WBEN in 1942. In 1944, he became manager of WBEN and in 1950, general manager.

LEWIS H. TITTERTON, head of the radio and TV departments of Compton Advertising, Inc., has degrees from both Cambridge University and Harvard. Starting in journalism, he was assistant editor of the Atlantic Monthly in 1925 and a year later went to the Macmillan Company. He joined NBC in 1932 as a script editor and served with that network until 1944 when he joined Compton as director of radio. Later, he was named vice president in charge of radio and television.

CHARLES de YOUNG THIERIOT, gen. mgr. of KRON-FM and KRON-TV (San Francisco), was educated in France and Switzerland before coming to this country, where he got his degree from Princeton. He started out thereafter with the San Francisco Chronicle, which he left to serve in the Navy in World War II. In 1947, established his own FM operation and two years later TV. In addition to his radio positions, he is also assistant general manager of the Chronicle and director of Chronicle Publishing.

SARKES TARZIAN, president of WTTS and WTTV (Bloomington, Ind.), is a graduate of the University of Pennsylvania with an electrical engineering degree. After Penn, he went to Atwater Kent and later to RCA. World War II found him in charge of the latter's Bloomington plant, which he left to serve in the Navy. With his discharge, he started business for himself and today, he owns plants in Pennsylvania, New Jersey and Illinois, producing tubes, tuners and selenium rectifiers.

ROBERT D. SWEZEY, general manager of WDSU (AM-FM-TV), New Orleans, is best known throughout the industry for his efforts in behalf of the NARTB-TV code, recently enacted. Actually, Bob started out as a lawyer, getting his degree from Harvard. Entering radio, he became general counsel and secretary of the Blue network from 1942 to 1944, when he left to join Mutual as vice president and general manager. In New York Bob is remembered as a past president of the Radio Execs Club.

P. A. SUGG, vice president of the WKY Radiophone Company and manager of WKY and WKY-TV (Oklahoma City) entered commercial radio with KPO (San Francisco) in 1929. After two years, he moved to NBC as control supervisor in charge of technical network operations. Service in the Navy during World War II interrupted his career, however, following discharge in 1945, he became manager of WKY. Preparations for television followed and on June 6, 1949, WKY-TV, under Sugg's guidance, was opened.

THEODORE C. STREIBERT, president of WOR (New York), has not only brought WOR and WOR-TV into a preeminent position in New York, and also was instrumental in the founding of the Mutual network. Prior to joining WOR in 1933, he was associated with RKO and Cinema Credits Corporation. Moving up the ladder rapidly, Ted became a member of the station board of directors in 1935, executive vice president and general manager one year later and president in 1945.

Play and Story BROKERS

Los Angeles, Calif.

Bentel, George
6606 Sunset Blvd.....GRanite 8608

Bergerman—Breacher Agency
9629 Brighton Way, B. H...CRestview 6-3196

Bloom, Phil, Agency
8506 Sunset Blvd.....CRestview 4-6064

Elwood, Maren, Agency
4949 Hollywood Blvd.....OLympic 4786

Famous Artists Corp.
9441 Wilshire Blvd.....CRestview 1-5222

French, Samuel, Inc.
7623 Sunset Blvd.....HEmpstead 3146

Goldstone, Nat C.
9121 Sunset Blvd.....CRestview 6-1071

Jaffe, Sam, Inc.
8555 Sunset Blvd.....CRestview 6-6121

Herzbrun, Walter, Agency
9009 Beverly Blvd. (36)....CRestview 6-4157

Irwin, Lou
9134 Sunset Blvd.....CRestview 1-7131

Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....CRestview 1-5165

Lichtig & Englander
8776 Sunset Blvd.....CRestview 1-2141

Literary Corp. of America
915 N. La Cienega Blvd. (46)
CRestview 5-7494

Morris, William, Agency
202 N. Canon Dr., Bev. Hills.CRestview 1-6161

Music Corp. of America
9370 Santa Monica Blvd., B. H.
CRestview 6-2001

Orsatti & Co.
300 S. Beverly Dr.....CRestview 6-6241

Preminger, The Ingo, Agency
204 S. Beverly Dr., B. H.....CRestview 6-8775

Ring, S. E.
1654 Cherokee.....GRanite 6412

Small Co., The
441 S. Beverly Dr., B. H.....CRestview 5-5321

Small, Paul
8747 Sunset Blvd. (46).....CRestview 1-5246

Swanson, H. N., Inc.
8523 Sunset Blvd.....CRestview 15115

New York, N. Y.

American Play Co.
522 Fifth Ave.....MUrray Hill 2-0156

Bartsch, Hans
522 Fifth Ave.....MUrray Hill 2-0156

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.....MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-9145

Fishbein, Frieda
11 W. 42nd St.....LOngacre 5-1379

French, Samuel
25 W. 45th St.....LUxemburg 2-4700

Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave.....MUrray Hill 7-6782

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1270 Ave. of the Americas.....CIrcle 7-2160

National Artists Bureau
156 W. 44th St.....LUxemburg 2-3450

Paige, Ethel
Rm. 605, Hotel Edison, 228 W. 47th St.
CIrcle 6-5000

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Salisbury, Leah
234 W. 44th St.....LAckawanna 4-8628

Taylor, Ethel C.
55 W. 55th St.....CIrcle 5-8620

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9873

MANAGERS AND AGENTS

Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

☆

☆ NEW YORK ☆

Affiliated Artists
20 East 53rd St.....PLaza 3-1862
Alexander, Willard, Inc.
30 Rockefeller Plaza .....CIrcle 6-4224
All America Artists, Inc.
1819 Broadway .....CIrcle 6-6646
Appell, James S.
400 Madison Ave.....PLaza 3-7840
Ashley, Ted
545 Fifth Ave.....MUrray Hill 7-0576
Becker, V. S. Advertising Service
562 Fifth Ave.....LUxembourg 2-1040
Bestry, Harry
254 W. 54th St.....PLaza 7-0737
Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244
Brooks, Ted
134 East 57th St.....PLaza 9-1344
Chase, Cleveland B. Co., Inc.
424 Madison Ave.....ELdorado 5-1591
Coe, Roberts Associates
366 Madison Ave.....VAnderbilt 6-3417
Collins, Ted
1819 Broadway .....CIrcle 7-0094
Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900
Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580
Cooper, Frank Associates
521 Fifth Ave.....VAnderbilt 6-5661
DeGroot, Roy Consultants, Inc.
551 Fifth Ave.....MUrray Hill 7-9135
Ebbins, Milt
1270 Sixth Ave.....CIrcle 7-2160
Evans & Weinhold
113 West 57th St.....CIrcle 7-6900
Fadiman Associates, Ltd.
1501 Broadway.....LAckawanna 4-3544
Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200
Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956
Herman Fialkoff Agency
1560 B'way .....JUdson 2-4037
Frederick Bros. Agency, Inc.
67 W. 44th St.....MUrray Hill 7-2033
Gabbe, Lutz & Heller
1619 B'way .....CIrcle 5-7998
Gale, Inc.
48 West 48th St.....PLaza 7-7100
General Artists Corp.
1270 Sixth Ave.....CIrcle 7-7543
Getts, Clark H.
430 Park Ave.....PLaza 0-0910
Gibbs, John E., & Co.
30 Rockefeller Plaza.....COlumbus 5-7504
Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 9-4600
Goodman, Martin
Warwick Hotel .....JUdson 6-1180
Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025
Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422
Haensel & Jones
113 West 57th St.....CIrcle 7-6900
Hahlo, Sylvia
711 Fifth Ave.....PLaza 9-6000
Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730
Hayward, Leland, Ltd.
250 W. 57th St.....JUdson 6-2580
Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000
International Artists Corp.
420 Madison Ave.....PLaza 9-7490
Karn, Estella H.
49 West 45th St.....LUxembourg 2-2170
Sonny Kendis, Inc.
1776 B'way .....PLaza 7-2070
Kerr, Bob
1270 Sixth Ave.....COlumbus 5-8051
Leddy, Mark J.
48 West 48th St.....PLaza 7-3760
Lengel, William C. Literary Associates
67 West 44th St.....MUrray Hill 2-3606
Lipset, Benjamin B.
1350 Broadway.....CHickering 4-2466
Leipzig, Syd
730 Fifth Ave.....CIrcle 5-7980
Management Corp. of America
598 Madison Ave.....PLaza 9-7500
William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076
Metro Artist Bureau
730 Fifth Ave.....CIrcle 6-8470
Michaud, Arthur T.
1619 Broadway .....CIrcle 7-2900
Mindling, Louis A.
113 West 57th St.....CIrcle 5-5370
Morris, William Agency, Inc.
1270 Sixth Ave.....CIrcle 7-2160
Morrow, Marjorie
1501 Broadway .....CHickering 4-0644
Moses, John H.
730 Fifth Ave.....CIrcle 6-2677
Music Corp. of America
598 Madison Ave.....PLaza 9-7500
National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000
National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550
North, Meyer B.
1564 Broadway .....PLaza 7-3445
O'Connor, John
1697 Broadway .....CIrcle 5-4920
Okun, Lillian
2 West 67th St.....TRafalgar 7-8916
Peed, Earl S.
270 Park Ave.....PLaza 8-3161
Pratt, Ben
322 East 50th St.....PLaza 8-0593
Richard, Max
1776 Broadway .....PLaza 7-6414
Roberts, Bob Levitt
806 Seventh Ave.....JUdson 6-0026
Roberts, Kay
420 Madison Ave.....PLaza 9-7490
Shurr, Louis
1501 Broadway.....CHickering 4-8240
Simon, Arthur
420 Madison Ave.....PLaza 9-7490
Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666
Special Attractions, Inc.
48 West 48th St.....PLaza 7-3380
Stanley, Aileen
1619 Broadway .....PLaza 7-6779
Stark, Wilbur
551 Fifth Ave.....MUrray Hill 7-6320
Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325
Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

Waible, Fred
400-A E. 56th St.....ELdorado 5-2372
Wilson, Roy
444 Madison Ave.....PLaza 9-4961
Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620
Yost, Ben Enterprises
1650 Broadway .....CIrcle 6-6532

☆ LOS ANGELES ☆

Allen Larry, Inc.
6381 Hollywood Blvd. (28)...HEmpstead 0421
Bergerman, Stanley & Co.
9629 Brighton Way (B.H.)..CRestview 6-3196
Bernie, Herman
208 S. Beverly Dr. (B.H.)....CRestview 5-0117
Bloom, Phil, Agcy.
8056 Sunset Blvd.....CRestview 4-6064
Business Administration Co.
360 N. Camden Dr. (B.H.)...CRestview 6-7071
Century Artists, Ltd.
8619 Sunset Blvd.....CRestview 1-8131
Columbia Artists Management, Inc.
427 West 5th St.....MAdison 6-2327
Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46).....BRadshaw 2-2771
Dolan, Ken, & Co.
6233 Hollywood Blvd.....HOllywood 9-3558
Famous Artists Corp.
9441 Wilshire Blvd. (B.H.)..CRestview 1-5222
Federal Artists Corp.
8734 Sunset Blvd. (46).....CRestview 5-5251
Frederick Bros. Agcy. Inc.
214 N. Canon Dr. (B.H.)....CRestview 1-6244
General Artists Corp.
9028 Sunset Blvd. (46).....CRestview 1-8101
Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491
Nat C. Goldstone Agcy.
9121 Sunset Blvd. (46).....CRestview 6-1071
Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. (46).....CRestview 5-4171
Irwin, Lou, Inc.
9134 Sunset Blvd. (46).....CRestview 1-7131
Jaffe, Sam, Agcy.
8553 Sunset Blvd. (46).....CRestview 6-6121
Kohner, Paul, Inc.
9169 Sunset Blvd. (46).....CRestview 1-5165
Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.)..CRestview 6-2338
Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.)....CRestview 4-5403
M. C. Levee
9121 Sunset Blvd.....CRestview 6-1071
MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001
McConkey Artists Corp.
Hollywood Roosevelt Hotel (28)
HEmpstead 7141
Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.)..CRestview 1-6161
National Concert & Artists Corp.
427 W. 5th St. (13).....MAdison 9-1241
Orsatti Agcy., The
9121 Sunset Blvd.....CRestview 6-6241
Phillips, Ed Paul, Agcy.
6533 Hollywood Blvd. (28).....HIllside 8266
Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.)...CRestview 6-8775
Radio Artists Corp.
416 N. Bedford Ave. (B.H.)..CRestview 1-7111
Radio Registry
1519 Cross Rds. of the World..HIllside 8321
Rocamora, Wynn
8584 Sunset Blvd. (46).....CRestview 4-5431
Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.)....CRestview 1-8121
Rush, Art, Inc.
6277 Selma Ave. (28).....HIllside 5161
Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.)..CRestview 1-7231
Salkow, Agcy., Ted.
9119 Sunset Blvd. (46).....CRestview 1-9134
Sharpe, Don W.
8743 Sunset Blvd. (46).....CRestview 6-2044
Schwartz Agcy.
8749 Sunset (46).....CRestview 4-6301
Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46).....CRestview 1-1103
Sherman, Edward, Agcy.
8580 Sunset Blvd. (46).....CRestview 5-0186
The Small Co.
8272 Sunset Blvd. (46).....HOllywood 9-2722
Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.).CRestview 1-1116
Stempel-Olenick Agcy.
717 N. La Cienega Blvd. (46).CRestview 1-7141
Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)
CRestview 1-7244

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WAbash 2-6761
Associated Booking Corp.
203 North Wabash.....CEntral 6-9451
Benn Theatrical Agency
64 West Randolph St.....DEarborn 2-6850
Billboard Attractions
203 North Wabash.....CEntral 6-3353
Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRanklin 2-8300
Ellsworth, W. M.
75 E. Wacker Drive.....CEntral 6-0942
General Artists Corp.
360 N. Michigan Ave.....STate 2-6288
Harry Greben Enterprises
203 North Wabash.....DEarborn 2-0996
Gumbiner Management Co.
120 S. LaSalle St.....STate 2-0248
Charles E. Hogan
203 North Wabash.....CEntral 6-2032
Tweet Hogan
203 North Wabash.....ANdover 3-6910
Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DElaware 7-7334
Lear Productions Corp., Les
139 No. Clark St.....FRanklin 2-2100; 2-7840
ANdover 3-7233
Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506
Lutz, Estelle, Artists Bureau
25 E. Jackson.....HArrison 7-3435
Paul Marr Theatrical Agency
203 North Wabash.....DEarborn 2-7782
McConkey Music Corporation
127 North Dearborn.....STate 2-7332
Morris, William, Agency
203 N. Wabash Ave.....STate 2-3632
Morse, Sidney P.
203 N. Wabash Ave.....CEntral 6-3353
Music Corporation of America
430 N. Michigan Ave.....DElaware 7-1100
Mutual Entertainment Agency, Inc.
203 North Wabash.....RAndolph 6-6990
National Concert & Artists Corp.
105 W. Adams St.....DEarborn 2-5813
Sidney J. Page
203 North Wabash.....STate 2-7344
Parks, James & Co.
333 N. Michigan Ave.....CEntral 6-7980
Radio Talent, Inc.
410 North Wabash.....WHitehall 4-3796
Schuster, Milton
127 North Dearborn St.....DEarborn 2-3633
Phil Tyrrell Agency
203 North Wabash.....FRanklin 2-8665
WLS Artists Bureau
120 W. Washington Blvd.....MOnroe 6-9700

FILMS' PLACE IN TELEVISION

By GEORGE T. SHUPERT, Vice President, Peerless Television Productions, Inc.

NOT so long ago television producers were divided into two camps—those who felt films would play an important role in television and those who felt that all television programs must be live. Today, several years later and with the wisdom born of experience, the dividing line between the two factions is barely perceptible. Both have learned that neither live nor filmed programs offer the complete answer to every program need. Each has its place and each complements the other to make up a well balanced television program.

Shupert

The scope of a live television program is limited, and like the legitimate theatre, it often suffers from shortness of reach in its story telling department. The theatre can over-come this lack of scope by the personal magnetism of the actors who appear on the stage almost within arms reach of the audience. Live television, however, cannot thus compensate for its weaknesses, for with television, no matter how the picture originates, the end result as it appears in the viewer's home is a motion picture.

Filmed television programs can be shown time again and always in the same flawless manner without fluffs or accidents which can be most embarrassing to a sponsor. They cost less, too, because original costs can be amortized over many markets. Films are the only sure way that local and regional sponsors can compete with high priced network talent.

The past year has seen a great increase in the use of filmed television programs. During 1951, microwave relays began carrying live television signals from coast to coast, and sponsors discovered that the time differential offered a real stumbling block. The result has been that several national advertisers are again conducting studies to see if they might not do better with film.

I believe that we are just entering a period when many of these advertisers will turn to film to supply the bulk of their program needs. General David Sarnoff's recent prediction that as much as 75 per cent of all television programs will eventually be on film, may well become a reality by the end of 1952. And when one considers that less than 40% of all television programs are today on film, he begins to realize the magnitude of the task confronting the film producers.

During 1951 there was a great change in the qualitative as well as the quantitative aspect of films for television. While at the beginning of the year, well over a hundred film producers with varying degrees of talent were engaged in television film production, today less than one-third of this number are so engaged; many of these find the going rather difficult. The incompetents, the shoestring producers, and that fringe element that is ever present when it appears that there is a "fast buck" to be made, are falling by the wayside. And the expanding field for television film product is beginning to attract some really competent motion picture producers. They bring to television the production know-how and financial stability which to date has been largely lacking. Perhaps the most encouraging news to those desiring the best in filmed entertainment is the entrance of such successful Hollywood producers as Edward Small.

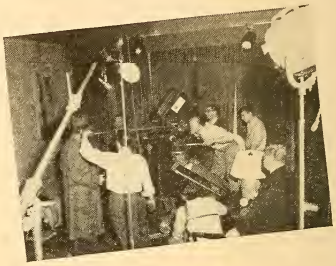
And feature films are establishing themselves as quality television fare now that better product is being released. Recently we released a group of top features to television stations and advertisers. They are commanding excellent ratings wherever they play. These results again prove that entertaining, well-made films, whether produced directly for television or not, can attract and hold an audience and pay off for the sponsor.

When the freeze on television station construction is lifted, films will be ready and waiting to allow the new television operator to get on the air quickly, economically, and with a program quality impossible to duplicate locally. Films will lessen a station's dependence on network programs and they may eventually change the entire structure of television networking. Whatever way we look at it, television seems destined to grow and prosper during 1952, and films will continue to solve many knotty program problems.

AUDIOGRAPH STUDIOS, INC.

Complete studio facilities for the production of films for television or industry.

"From a 30 second flash to a complete feature production"



- **Complete production staff**
- **Large sound stage, 25 foot ceiling**
- **Sets, lighting**
- **Two dressing rooms**

- **Sound on film, sprocket tape, ¼" tape and disc**
- **Large, comfortable conference rooms**
- **Two control rooms**
- **Cutting room**

We invite you to use our complete studio facilities for your film productions under your supervision or to engage us to produce the film for you, either in our large studio or on location.

AUDIOGRAPH STUDIOS, INC.

846 Seventh Avenue, New York
"In the heart of the Theatrical Center"

PL. 7-6208

TELEVISION FILM PRODUCERS

Personnel

☆

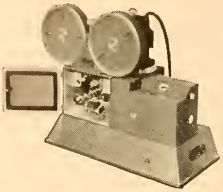
Phone Numbers

☆

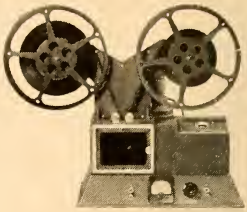
Addresses

☆

Services

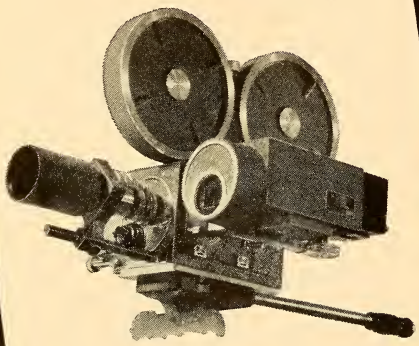


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss—essential for quality reproduction.

THE MAURER 16 MM CAMERA



The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For additional information, please write us.

16mm maurer

J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N.Y.

CABLE ADDRESS: JAMAURER

TELEVISION FILM PRODUCERS

☆

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128
Pres. & Dir. of Pro.....Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

●

Acme Telectronix Div. of NEA Service Inc.

W. 3rd and Lakeside, Cleveland 13, Ohio
Phone: MA 1-7300
Vice-President .....Meade Monroe
Branch Offices
461 8th Ave., New York, N. Y.
Phone: LOngacre 3-5160
Eastern Manager.....R. W. Johnson
News Bldg., 814 Mission St., San Francisco, Calif.
Phone: GArfield 1-4158
Western Manager.....Sherman Montrose
Tribune Bldg., Chicago, Ill.
Phone: SUperior 7-8320
Midwest Manager.....J. L. Herman
Services Offered—TV package programs, production, news pictures and photos in slides, Telephoto service, TV scripts.

●

Advance Film Productions, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873
President.....Chas. A. Alicoate
Executive Vice-President Chg. of Production.....Wm. E. Wild
Services Offered—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

●

A. F. Films, Inc.

1600 Broadway, New York 36, N. Y.
Phone: CIrcle 7-2850
President .....Nicolas Bongard
Director .....Rosalind Kossoff
Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.

7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President.....Gordon S. Mitchell
Vice-President.....G. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....G. L. Carrington
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

●

Allegro Pictures, Inc.

4024 Radford Ave., Studio City, Calif.
Phone: SUnset 2-1121
Executive Producer.....William Lava
Business and Sales Manager....Al Kavelin
Producer-Director.....Maurice Wright
Producer & Production Coordinator.....Marjorie Morrison
Story Editor.....Laura E. Hanson

●

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr.....George E. Allen
Services Offered—TV package programs.

●

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.
Phone: CIrcle 7-1900
Pres. & Exec. Producer.....Eugen Sharin
Secretary .....Irwin Belenken
Story Editor.....Steven Vas
Director .....Leopold Hainisch
Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

●

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800
Mgr. .....Ben Harris
Gen. Sales Mgr.....Jack H. Harris
Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

ACME

35 MM - **FILM LABORATORIES** - 16 MM

(ASSURED)

Color Prints

- **B&W Developing and Printing**
- **B&W Reversal**
- **Ink Edge Numbering**
- **Magnetic Recording Truck for Motion Picture and TV Production**
- **New Electrical Sound Color Release Printing**

Long before Television was a reality, we were experimenting on film techniques for this medium with Don Lee—first T. V. station in America.

HILLSIDE 7471

1161 North Highland Avenue • Hollywood 38, California

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers.....Robert Gross, Lawrence A. Glesnes
Editorial Chief.....Lester J. Orlebeck
Script and Creative Chief....David Mathews
Animation Supervisor.....Al Stahl
Sales Representative.....Joseph R. Miller
Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

•

Animated Productions Inc.

1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2992-3
President .....Al Stahl
Vice-President .....Irwin Stahl
Sales Manager.....Stanley Benford
Live Action Director.....Leroy Sylverst
Animation Production.....Elaine Beaver
Services Offered—Complete production facilities, animated and live productions, special stop motion techniques with specially equipped Mitchel NC. 35mm camera. Specializing in production of TV comedy shows using combination of live action and animation.

Animation House, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8184
Sales Director.....Irving Bunnelle
Services Offered—TV Commercials, live action , stop motion, animations, black and white, color, 35mm or 16mm.

•

Evan J. Anton Productions, Ltd.

514 West 57th St., New York 19, N. Y.
Phone: CIrcle 6-0118
President.....Evan J. Anton
Vice-Pres. .....Vera Kay
Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

•

Archer Productions, Inc.

35 W. 53rd St., New York 19, N. Y.
Phone: JUdson 6-2690
President.....Ray J. Mauer
Services Offered—TV scripts, package programs, production.

•

Arena Stars, Inc.

366 N. Camden Drive, Beverly Hills, Calif.
President .....Ralph Wonders

IN TV FILMS

you get more for your money with

SNADER

DICK TRACY

39 THRILLING HALF-HOURS NOW AVAILABLE

featuring
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JOE DEVLIN
LYLE TALBOTT

INTRODUCING

"KID MAGIC"

39 QUARTER-HOURS

science adventure magic

an exciting world of fantasy for kids under 90!

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A NEW QUARTER-HOUR EPISODE RELEASED EVERY WEEK!

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THE WOODEN HORSE
BONNIE PRINCE CHARLIE
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510 Cathedral Parkway, New York 22, N. Y.
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Pres., Producer-Dir.....Stephen L. Sharff
Sound Department.....Lucille Berkson
Writer .....Peter Packer
Cameraman .....Stan Patkowski
Services Offered—Complete TV film production facilities, dramatic and documentary films.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620
Vice-Pres. & Gen. Mgr.....L. P. Mominee
V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs.

•

Atlas Television Corp.

15 West 44th St., New York, N. Y.
Phone: MU 7-5535
President.....Henry Brown
Services Offered — American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

•

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.
Phone: HIllside 7949
President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder
Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

•

Basch Radio & Television Productions

(See Program Producers.)

•

Bengal Pictures

15108 Plummer, San Fernando, Calif.
Phone: Empire 2-1984
Business Manager .....Phil E. Cantonwine
Story, Narration, Research..Cheri Le Blanch
Narrator .....Perry King
Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

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115 West 45th Street New York 36, N. Y.

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FOREMOST PRODUCERS AID IN THE EAST

and

A Complete Service of Technical and Cartoon Animation

Black and White or Color —— 16 or 35mm

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4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandie 2-9181

President.....William F. Broidy
Vice-President .....Wesley Barry
Treasurer .....Earl Revoir
Secretary .....Barnett Shapiro

Services Offered—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

•

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: CIrcle 5-4582-3

President.....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray
Treasurer .....M. Bray
Director.....L. G. Lambert
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

•

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8367

Sales & Program Mgr...Albert B. Buffington
Staging Mgr.....Milford Capman
Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

YOUR FILM PROBLEMS HAVE BEEN OUR BUSINESS FOR 20 YEARS

Sales Training
Institutional
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Safety
Television Programs
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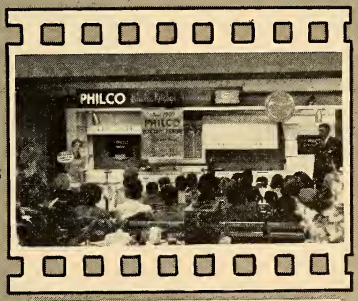
Slide Films



Scene from a recent Philco color training film designed to aid distributors and dealers.

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Zenith Radio Corporation
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Sun Oil Company
Hewitt, Ogilvy, Benson & Mather, Inc.

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SARRA INC
New York • Chicago

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017

Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill

Services Offered—Aid conditioned, soundproofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

•

Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.
Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus

•

Capitol Records, Inc. Broadcast Division

Sunset and Vine, Hollywood 28, Calif.
Phone: HOllywood 9-8171
N. Y. Phone: CIrcle 5-5725

General Manager.....Clifford E. Ogden
Eastern Representative.....Alvin King
Southern Representative.....Jack Barton

Services Offered—Producers and distributors of Capitol Transcribed Music Library Services for AM, FM, TV.

•

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6111

President.....David I. Pincus

Services Offered—Industrial and TV films to order.

•

CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Vice-Pres. in Charge.....Merle S. Jones
Operations Director.....Fred J. Hahlstedt

Branch Offices

410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge.....Charles Reeves

63 S. Main St., Memphis, Tenn.
Phone: 37-8612

Exec. in Charge.....H. H. Holtshouser

•

China Film Enterprises of America, Inc.

165 West 46th St., New York 36, N. Y.
Phone: CO 5-4082

President .....Hsing-Ching Weng
Secretary.....Virginia Dzung Weng

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STUDIOS, inc. REgent 7-9200

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The Largest, Fully-Staffed, Most Completely Equipped

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for the production of TV Commercials, Business and Entertainment Films, Sound Slide Films, and Convention Shows and Playlets!

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15 minutes from Times Square.

Outlines, estimates and names of satisfied agencies and advertisers supplied on request.

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LOUELLA PARSONS — "My Week in Hollywood"
RED SKELTON — (Integrated Commercials)

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Russell Seeds
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For Networks
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CBS
NBC

For Sponsors
Bulova
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Procter & Gamble
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Facilities Available to You:
Fully Equipped Sound Stage
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Licensed Sound

Filmcraft patented multiple camera and synch control machine (up to 8 cameras)
TV Film Theater: Audience capacity 500
50 X 60 film stage

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Hollywood
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WEbster 3-9281

F. H. FODOR, *Prod. Super.*
New York
Chicago

Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.
Phone: CIrcle 6-0951

President .....Nathan Sobel
Secretary-Treasurer .....Isaac Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

•

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TR 3-1411

Director..... Joseph Seiden
Sound Eng. (Chief).....M. Dichter
Camera Dept. (Chief).....H. H. Seiden
Prod. Supervisor.....Philip Feld
Electrical Dept.....James Pratt
Construction Dept.....R. Peterson
Editing Dept.....Ruth Gordon
Script Dept.....Matilda Blumberg
Sales .....M. Gordon

Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

Cinescope Films

42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935

President .....George L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

•

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.
Phone: JUdson 2-4813

President .....Ed Woodruff

Services Offered—TV films, westerns.

•

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Cameraman.....Herman Schopp
Script Writer.....Betty Doyle

•

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
Phone: SAcramento 2-5837

President .....Sam Marcus

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

To Assure BIGGER AUDIENCES and HAPPIER SPONSORS

"Sign up" these Star Entertainers — now on 16mm Films

LUM 'N' ABNER — SCATTERGOOD BAINES

POST PICTURES

13 Feature Family Package

This series is an assured audience and sales builder. Based on 17 years of proved sales success in radio, with a pre-established, responsive, family audience. Package includes 6 happy, appealing LUM 'N' ABNER features, 6 ever-popular SCATTERGOOD BAINES features and the fast-moving mystery SHADOWS OF THE ORIENT.

For details, write for complete catalog of POST TV features.

Headquarters for the finest motion pictures since 1938

KEEP POSTED WITH . . .

POST PICTURES CORP.

115 W. 45th St., New York 36, N. Y.

WE MEAN BUSINESS . . . AND SO DO OUR FILMS!

YOU SHOULD KNOW ABOUT

ARCHER PRODUCTIONS

We set about building . . . no, *creating* . . . the kind of film company we felt could do the most good for an advertiser or an advertising agency.

We think we're on the right track. In three years, we've outgrown our premises three times, and have turned out more films than most producers we know of in our particular field.

We're convinced one reason customers like our operation and our product is that we're in this business ALL THE WAY . . . body and soul, heart and imagination, skill and facilities. That means something to you, as a buyer of television or industrial films. For instance:

THE PERMANENT, FULL-TIME STAFF of Archer . . . producers, writers, directors, scenic designers, artists, animators, sound and film technicians, studio hands . . . are hand-picked specialists of creditable accomplishment in their respective fields. Here is *talent* with *teamwork,* in a capable and permanent unit that doesn't have to pick up an undue amount of floating, free-lance help to get an important job done.

THE ADVERTISING AGENCY BACKGROUND OF OUR KEY PERSONNEL is coupled with solid experience in television, the stage, radio and music as well as in motion pictures. That means we can speak your language . . . and when the time for talking's past, we know how to buckle down and produce films that produce for *you.*

OUR OWN STUDIO is unsurpassed for television film production. Acoustics are excellent, floor space is unobstructed (60′ x 65′) and head-room (25′ ceiling) are ample. Optimum size and modest studio overhead help keep the price of your film where it ought to be.

UP-TO-THE-MINUTE SOUND EQUIPMENT includes both studio installation and portable Fairchild systems. Sound tracks are clean and of high quality.

OUR CREATIVE IMAGINATION . . . disciplined in the advertising arts . . . is a powerful idea machine waiting for you to push the button. We've got ideas to share, ideas to spare, ideas from fertile and practical minds for your own special use and profits. If you like, we'll plan and write forceful TV spots or programs, or industrial films . . . in entirety or in collaboration with your own staff.

OUR OWN ANIMATION DEPARTMENT operates full-time, the year 'round, contains some of the finest talent in the business.

OUR CUSTOMERS include some 35 advertisers of fine reputation. Most are national in scope, but we're painstaking with smaller firms, too. In 3 years we've turned out 650 films OF VARIOUS LENGTHS and for various purposes.

OUR PRODUCT speaks for itself; we'd rather screen it for you than haul out our press clippings, the awards we've won, the letters from happy customers. We're grateful for past recognition, but want it known that our greatest work is in the future. We'd like the privilege of doing some of it for you.

Archer Productions, Incorporated

Sales Department: 35 West 53 Street, New York 19, N. Y. **JUdson 6-2690**

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
Dir. of Prod. Service.....Henry Ushijima
Supervising Editor.....Roy Robert Luce
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

•

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456
President.....Mortimer D. Sackett
Vice-President.....Jerome S. Hyams
Treasurer .....S. Sackett
Secretary .....A. Goldstein
Services Offered—TV producers and distributors.

•

Compagnie Francaise De Films

73 Champs Elysees, Paris
Phone: Elysees 21-30
President .....A. Tinchant
TV Advisor.....Val Williams
Services Offered—Production and packaging of TV shows made in France for agencies and shows.

•

Consolidated Television Sales A Division of Consolidated Television Productions, Inc.

Sunset at Van Ness, Hollywood 28, Calif.
Phone: HOllywood 9-6369
N. Y. Phone: MUrray Hill 6-7543
Chairman of the Board....Norman Chandler
President.....W. B. Clum
National Sales Manager....Peter M. Robeck
Eastern Sales Manager.....Halsey V. Barrett
Sales Promotion Manager.....John M. Asher
Midwest Representative...Stuart V. Dawson
Services Offered—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

•

Frank Cooper Associates Agency

7225 Hollywood Blvd., Los Angeles 46, Calif.
Phones: HOllywood 9-3737; HIllside 2297
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2
Owner .....Frank Cooper
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Mr. Producer
IF IT'S SOUND IN THE EAST ... IT'S REEVES
That's the opinion of hundreds of producers using Reeves facilities.
REEVES SOUND STUDIOS, INC.
304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550
The Largest Sound Service Organization in the World.
RCA Licensee
Western Electric Licensee

Courneya Productions

1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920

Owner-Producer .....Jerry Courneya
Production Mgr.....James Fleming
Scripts .....Bob Bennett
Editor (Film).....Stuart Frye

Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

•

Bing Crosby Enterprises, Inc.

9336 Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2174

Dir. of TV Sales.....Charles B. Brown

Services Offered—Package programs, production, TV sales.

•

Crystal Pictures, Inc.

1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-5130

President .....Melvin M. Hirsh

Services Offered—Distributor of features, western, dramas and travelogues. Now in production several packages consisting of groups of half-hour programs in units of 13.

•

Shamus Culhane Productions

207 East 37th St., New York 16, N. Y.
Phone: MUrray Hill 2-8243

President .....Shamus Culhane
Vice-President .....Morris Coppersmith
Sec. & Treas.....Maxine Marx

Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designers.

•

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.
Phone: MU 2-0040

President.....Dorothy P. Maulsby

•

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 6-1686

Pres., Gen. Mgr.....Joseph De Frenes

Services Offered—Production of 16mm. & 35mm. films, black & white, color.

•

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

W. K. HEDWIG

Your Assurance of

QUALITY

Because of the sound foundation on which the name of HEDWIG has been built, the trade may be assured of integrity and dependability.

G. W. HEDWIG

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PROGRAMS EDITED TO FIT SPECIFIC TIME SEGMENTS

Telecast's selection includes dramas, sports, musicals, travel, cartoons, comedies, religious, short and feature subjects and educational studies.

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112 W. 48th Street New York 19, N. Y.
JUdson 6-5480

Desilu Productions, Inc.

Business Office:
7046 Hollywood Blvd., Hollywood, Calif.
Phone: HOllywood 9-2281

President .....Desi Arnaz
Vice-President .....Lucille Ball
Secretary-Treasurer.....Andrew G. Hickox
Representative.....Don W. Sharpe
Publicity .....Ken Morgan

Services Offered—Complete production facilities from script to final editing.

•

Sherman H. Dryer Productions

667 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7827

President.....Sherman H. Dryer

Services Offered—TV programs, talent, scripts.

•

The Jean Dubois Company

927 21st St., Denver 2, Colo.
Phone: East 8122, Main 5401

Owner, Gen. Mgr.....Jean M. F. Dubois
Secretary.....L. E. Turner

Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

•

Dudley Pictures Corp.

9908 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

President .....Carl Dudley
Bus. Mgr., Treas.....Gene Barnes
Exec. Vice-Pres.....Don McNamara

Services Offered—Producers of theatrical, commercial television and educational short subjects.

•

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y.
Phone: TR 3-6221

President .....Henry Morley
Treasurer .....Nathan Zucker
Production Manager.....Carson Davidson
Editorial Chief.....Luke Bennett
Sound Engineer.....John DeBlau
Public Relations.....Sydney Ascher

Services Offered—Complete motion picture production and recording facilities for commercials and programming. Animation department. Dynamicam multi-camera production in 16 mm and 35mm. Mobile sound and camera units for location production.

•

Educational Films Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....Earl W. Hammons
Vice-Pres. in chg. Sales.....Roy McCune

THE BEST
FILM PRODUCTIONS ARE
DYNAMIC

dynamic films, inc.
Experience Plus
Complete Production Facilities
112 W. 89th St., N.Y. 24 • TR 3-6221

TV Script.....Henry Marcuse
Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

•

Emerson Film Corp.

c/o Republic Studios
4024 Radford Ave. No. Hollywood, Calif.
Phone: Sunset 2-1121

Producer .....Jason Bernie
V.P. charge of Sales.....William Norins
Production Manager.....Bartlett Carre
Cameraman .....Walter Strenge
Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

•

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
500 Fifth Ave., New York 36, N. Y.
Phone: Chickering 4-7257

President (N. Y.) .....Jules Alberti
Vice-Pres. .....Dr. Harold S. Wadro
Sec.-Treas. .....Hazel F. McCabe
Chg. Prod.....E. Galey
V.-P. (W. Coast).....Stella Ross
Services Offered—Endorsements and testimonials live and film for TV.

•

Excelsior Pictures Corp.

1564 Broadway, New York 19, N. Y.
Phone: CIrcle 5-6157

President .....Walter Bibo
Services Offered—Rent various features and shorts.

•

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill
Asst. Sales Mgr.....Murray M. Kaplan
Services Offered—Motion picture films for TV, feature and half hour length.

•

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

•

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUdson 2-1101
157 E. 69 St., New York 21, N. Y.
Phone: TRafalgar 9-3352

Pres., Exec. Producer.....Jerry Fairbanks

WILLIAM F. BROIDY PRODUCTIONS, INC.

FILMS
For
Television Commercial
Theatrical

"Wild Bill Hickok" current on TV for Kellogg's (Leo Burnett Co., Inc.)
"Trail Blazers," TV film series starring Alan Hale, Jr. Now editing.
"Case History," TV film series starring Regis Toomey and Sara Haden. Now Shooting.
"The Phantom Pirate," TV film series starring Bob Stack. In preparation.

5545 Sunset Blvd.
Hollywood 28, Calif. Phone — Hempstead 6844

V.P. Chg. of Studio Operations....Sid Rogell
V.P. Gen. Sales Mgr.....Ralph Cattell
Chg. Eastern Production...Robert Lawrence
Chg. Chicago Branch Office....B. N. Darling
Production Manager.....Raoul Pagel
Director, Scenario Dept.....Lou Lilly
Director, Musical Dept.....Edward Paul
Director, Publicity Dept...Reavis Winckler
Director, Sound Dept....Lawrence Aicholtz
Director, Animation Dept.....Manny Gould

Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

•

Federated Television Productions, Inc.

40 East 40th St., New York 16, N. Y.
Phone: MUrray Hill 5-7220

President.....Hubert V. Chain
Vice-President.....William Haussler
Secretary .....Robert Bell
Treasurer.....John Nickerson III

Services Offered—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

Paul J. Fennell Co.

1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40th St., New York 16, N. Y.
Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell
Technical Dir.....John E. Burks
New York Rep.....Jerome B. Harrison

Services Offered—Specialty—Films for TV with emphasis on Animation.

•

Filmack Corp.

1327 S. Wabash Ave., Chicago 5, Ill.
Phone: HArrison 7-3395

President .....Irving Mack

Services Offered—TV commercials.

•

Filmcraft Productions

8451 Melrose Ave., Los Angeles 46, Calif.
Phone: WEbster 3-9281

President .....Isidore Lindenbaum
Production Director.....Ferenz H. Fodor
Administrative Assistant.....Jack Shallow
Client Relations.....Paul Phillips
Director of Photography...James Van Trees
Head Editor.....Norman Colbert
Sound Engineer.....Paul Schmutz, Jr.

Services Offered—Film programs and film commercials made especially for TV on con-

CINEMA RESEARCH

Optical Printing

16 MM Animation • Titles 35 MM

COLOR — BLACK & WHITE

7000 ROMAINE Hollywood 38, California

Phone — HUDSON 2-7464

tract for other producers, networks or agencies, or as complete packages. Complete stage, sound, editing, and other facilities available for full TV film production.

•

Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800
Manager .....Charles Leeds
Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

•

Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7549
President .....J. H. Lenauer
Services Offered—TV film production.

•

Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800
Pres., Prod. Mgr.....Joseph McCaffery
Services Offered—TV packaging, commercials, sound studios, animation, stop motion, industrial films.

•

Films of the Nations, Inc.

62 W. 45th St., N. Y.19, N. Y.
Phone: Murray Hill 2-0040
Pres.....Henry M. Moolman
V.-Pr.....Birger Nordholm, Jos. P. Bourdrez
Treasurer .....Henry Pillichody
Secretary.....William Rosenfeld
Exec. Dir. .....Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

•

Five Star Productions

6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 4807
Exec. Producer.....Harry Wayne McMahan
Production Dir.....Chet Glassley
Technical Dir.....Taylor Byars
Dir. Creative Copy.....Charles F. Chaplin
Casting .....Judy McMahan
Secretary-Treas.....Bernice C. McQuown

RAY MERCER & CO.

MOTION PICTURE
and
TELEVISION SPECIAL EFFECTS
35mm *and* 16mm

The *Only* COMPLETE OPTICAL DEPARTMENT

TITLES
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MINIATURES
MONTAGES
BLACK • WHITE • COLOR
and SOUND

OLympia 8436

4241 NORMAL AVE.
1½ BLOCKS EAST of CITY COLLEGE
HOLLYWOOD — 27, *California*

NOrmandy 7838

Services Offered—In business 12 years, Five Star Productions specializes in motion picture and TV film spots, with more than 3,000 such ad-films to its credit.

•

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-0230

President .....Hardie Frieberg
Treasurer .....Bernard Samuels
Secretary .....Fluff Blome

Services Offered—Program production, talent, live and film TV programs.

•

Gainsborough Associates

(See Program Producers)

•

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President .....William J. Ganz
TV Consultant &
Producer.....Jason B. Goldman
Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager.....Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

•

General Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

TV Director.....Irvin Shapiro

Services Offered—Educational shorts nature study shorts.

•

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 0406

Owner .....Sid Glenar

Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

•

Jack Goetz

1740 Broadway, New York, N. Y.
Phone: JUdson 6-1700

Owner .....Jack Goetz

Services Offered—Lab. service for all TV requirements; 16 & 35mm.

On Television
GREATEST STORY EVER TOLD (Series)
FIGHTS FOR FREEDOM (Series)

Theatrical Releases
RKO-RADIO PICTURES, Inc.
TWENTIETH-CENTURY FOX

(In Preparation) MISSING PERSONS & The COWBOY-DETECTIVE

The Charles E. Skinner Productions

Producers • Adapters • Consultants

TELEVISION - MOTION PICTURES - RADIO

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SU. 7-5672

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New York—Miami Beach—Hollywood

Contract Producing for Package Producers
Producers of Sponsored Sales Influence, Commercial Films
NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
FILM — LIVE INTEGRATION
Method

Formerly TV
Adapter — DIRECTOR
(Pall Mall Cigarettes)
THE BIG STORY

John Guedel Radio Productions

(See Program Producers for detailed listing)

•

Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
Vice-President.....Thomas J. Shands
Dir. of Prod. & Sales.....Bert Samson

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

•

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retnals are handled by Film Rental Libraries. TV write for details.

•

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060

President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.-P. Training Devices.....John Campbell
V.-P. Service Devel.....Everett Schafer
V.-P. Sales Devel.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary .....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Dir., Pub. Impressions.....Anne Jioffre
Washington Repr. .....Harry C. Watts

Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

•

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.
Phones: CH. 4-3447, LA. 4-4652

President .....Bob Hannum

Services Offered—TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

•

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

5919 HOLLYWOOD BLVD.
HOLLYWOOD
28

TELEFEX

730 FIFTH AVE.
NEW YORK
19

COMPLETE REAR SCREEN PROJECTION SERVICE

SCREENS — PROJECTORS — SLIDES — FOOTAGE — TRANSLUCENTS

BACKGROUNDS UNLIMITED

STILL — MOVING — SPECIAL EFFECTS

FOR LIVE OR FILM TV

ABC — NBC — CBS

"BETTER EFFECTS WITH TELEFEX"

President .....Andre Lord
Secretary .....Gordon Shadwick
Treasurer .....Lewis Abbott
Services Offered—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

•

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584
Pres. & Gen. Mgr.....Sam Hayes
Services Offered—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

•

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174
Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

•

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478
President.....Charles B. Alline, Jr.
Services Offered—1 minute commercials.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....Ruby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

•

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

•

Hollywood At Work, Inc.

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOllywood 9-5981
Executive Producer.....Robert Gurney
Producer.....Larry De Soto
Associate Producer.....Edward Belfer
Writer-Director.....Thomas J. McGowan
Services Offered—Hollywood at Work takes a completed or almost completed feature film and makes a half hour TV film either on a personality or personalities in the feature.

Since 1936

Specializing . . .

16M/M B/W RELEASE PRINTING
TELEVISION
COMMERCIAL
EDUCATIONAL

DEVELOPING ☆ PRINTING ☆ OPTICAL REDUCTIONS

MODERN MOVIES LABORATORIES
INCORPORATED
6018 FOUNTAIN AVE. • HOLLYWOOD 28, CALIF.
TEL: HEMPSTEAD 1744

Hour Glass Productions

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1161
President .....Wanda Tuchock
Vice-President.....George de Normand

•

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508
Producer .....Lucille Hudiburg
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

•

Hurrell Productions Inc.

(Subsidiary of Walt Disney Productions)
2400 W. Alameda Ave., Burbank, Calif.
Phone: ROckwell 9-2158
President.....George E. Hurrell
New York Office
RKO Bldg., 1270 6th Ave., New York, N. Y.
Phone: JUdson 6-3442
Services Offered—TV package programs (and commercials) and production.

Illustrate, Inc.

1532 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HE 2126
N. Y. Phone: ELdorado 5-1422
President.....Donald A. Dewar
Secretary-Treasurer.....Carleton W. Boyd
Services Offered—Film and live TV packaging including cartoon production.

•

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
President, Producer, Dir.....Ben Gradius
Supervising Editor.....Jean Oser
Production Supervisor.....Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

•

International Film Foundation, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

WHITEHEAD
TV PICTURES INC.

TV FILM
COMMERCIALS

INDUSTRIALS

FEATURES

MANUFACTURING SPECIALISTS
MOTION PICTURE EQUIPMENT
COMPLETE MANUFACTURING
FACILITIES
REPAIRS
NEW & USED EQUIPMENT
25 YEARS OF SERVICE

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WHITEHEAD INC.
630 NINTH AVE.
NEW YORK, N. Y.

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIrcle 6-4486
Executive-Pres. .....J Allen Julier
Services Offered—Producers of educational motion pictures.

•

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
Mgr. TV Sales.....Robert H. Reid
Services Offered—In association wtih Telenews Productions: Daily, weekly, sports newsreels; Also film features; INP photos; INS leased wire; Projectall balopticon.

•

International 16mm. Corp.

(See Program Producers)

•

International Tele-Film Productions, Inc.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116
President .....Paul F. Moss
Services Offered—TV live and film package shows, recordings, talent.

The Jaffe Agency, Inc.

38 E. 57th St., New York, N. Y.
Phone: PLaza 9-6693
General Manager.....Paul Radin
Branch Office
8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
General Manager.....Don A. Davis
Services Offered—Representation for sale of radio and television packages; creation of packages; represent personalities, writers, directors, etc.

•

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director .....Leon Jason
Services Offered—TV film, production, talent, puppet design.

•

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Secretary.....Jane I. Cohan
Services Offered—A complete radio and

Lalley and Love, Inc.

film spots and programs

3 EAST 57th STREET
NEW YORK 22, N. Y.

ELDORADO 5-1382-3

television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

•

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: MArket 2-0770
Pres. & Exec. Dir.....Dorothy L. McFadden
Services Offered—Package shows for children's audiences, also scripts, and consultant service for TV.

•

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107
Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

•

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164
Executive Producer .....Roger Kay
Services Offered — Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

•

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707
Pres., Exec. Prod.....Victor F. Kayfetz
Client Liaison Director.....Allan P. Snady
Animation Dept. Dir..F. Russell Shenton, Jr.
Art Director.....Wm. L. Steinel
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

•

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683
President .....Herbert Kerkow
Services Offered—TV films.

•

F. W. Kline Productions, Inc.

595 Fifth Ave., New York 17, N. Y.
Phone: PLaza 8-2000
President .....Fred W. Kline
Services Offered—Produce motion pictures for TV.

Selling Shoes?

. . . or gasoline? . . . or lipstick? . . . or cigarettes? We've helped sell all of these and a lot more* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

WILBUR STREECH PRODUCTIONS

1697 BROADWAY, N. Y. 19, N. Y.

* *These and some more: Thom McAn, Sinclair, Harriet Hubbard Ayer, Philip Morris, Celanese, Cities Service, Albolene, Army Reserve Corps, 4-Way Cold Tablets, Cameo Curtains.*

STERLING'S *newest service*

TV STOCK SHOTS

SPECIALIZED FILM FOOTAGE

NEWS
SPORTS * BACKGROUNDS
TRAVEL * PERSONALITIES

Over 2,000,000 feet of film

STERLING TELEVISION CO., INC.
316 West 57th St., N. Y., JUdson 6-3750

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400
President .....Robert Eirinberg
Vice-President .....Lee Blevins
Dir. Motion Pic. & TV Dir.....Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

•

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Secy.-Treas.....Mary Morrissey
Vice-President.....Thomas S. Dignan
Services Offered—Producers of all types of Motion pictures for screen and TV.

•

Larry Kurtze

360 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-5246
Owner .....Larry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
Phone: ELdorado 5-1382
President and Production.....James A. Love
Vice-Pres. and Sales.....John B. Lalley
Editor .....Bill Henry
Assistant Director.....Art Steckler
Services Offered—Producers of TV commercials, features and industrial films. Complete facilities. Live action, animation and special effects.

•

Albert Lang Productions Inc.

1320 Edgecliffe Dr., Los Angeles, 26, Calif.
Phone: Normandy 19536
President & Gen. Mgr.....Albert E. Lang
V.-P. & Secretary.....Olga Haney
Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

•

Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine,
Hollywood 28, Calif.
Phone: HIllside 0101
President .....Jerome Lawrence
Vice-President.....Robert E. Lee
Services Offered—Production consultants.

Serving
the best
in film fare
to stations
everywhere!

———o———

Television Film Booking Office
PRODUCERS REPRESENTATIVES
Incorporated

1270 Avenue of the Americas
New York 20, N. Y.

A Complete
Production Service Organization
specializing in serving
Leading film producers
including:

National Broadcasting Company . . . March of Time . . . Sarra, Inc. . . . Caravel Films . . . Audio Productions . . . Shamus Culhane . . . Peter Elgar . . . American Film Producers . . . Van Praag . . . Louis deRochemont . . . Filmwright . . . Willard Pictures . . . Science Pictures . . . National Screen Service . . . Lalley & Love

MOTION PICTURE STAGES, INC.
3 EAST 57 STREET NEW YORK, N. Y.
PLAZA 3-4840

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear
Account Executives.....Milt Parlow, Jack Curran

Services Offered—Radio, TV and film production, Personal Management.

•

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-Director .....Gene Lester
Cameraman.....John S. Nash
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Sound .....Robert Ernst

Services Offered—Complete facilities for production of 10 sec. to feature length films.

•

Edward Lewis Productions

Motion Picture Center Studios
846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-5981, Ext. 43

Producer .....Edward Lewis
Assistant Producer.....Paul Gerchik
Production Manager.....William Stephens

Services Offered—Production of motion picture film for TV.

BEFORE YOU MAKE A MOVIE
FOR SCREEN OR TV, SEE——

Charles Curran
Steve Fitzgibbon
Don Langan
or Fred Kelly

Times Square Productions, Inc.

145 West 45th St. New York

Phone CIrcle 6-4443

Jack Currier Lewis

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-0257

Owner.....Jack Currier Lewis
General Manager.....Wm. P. Popp
Women's Programs.....Margaret Tester

Services Offered—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

•

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161

President .....Miss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas. .....M. Briese
Exec. Director .....C. Mandell
Exec. Producer .....Charles M. McCoy
Producer.....John Leslie Hamilton
Producer .....Robert Smigel

Services Offered—Extensive TV Film Production and Distribution. Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

MALLARD TV INC.

THE FILM BUYING SERVICE FOR TELEVISION STATIONS

1 *Acts as your station's resident film buyer in New York.*
2 *Obtains film to fit your programming, at your budget price.*
3 *Inspects prints, arranges shipping, follows through.*
4 *Checks invoices against your telecast performance report.*
5 *Keeps you informed of latest developments in the film market.*

MALLARD SERVICE IS AVAILABLE TO ONLY ONE STATION IN EACH MARKET

MALLARD

120 Wall Street
New York 5 • *DIgby 4-3182*

Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-President.....Robert M. Savini
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

•

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974
Partners .....J. A. Norling & Wil Marcus
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

•

Major-Minor Productions

5927 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 9268
Producer and Director..Stuart M. Nathanson
Producer and Director...Ronald L. Stanton
Musical Director.....Ruby Raksin
Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

THE TEEVEE CO.

Producers of

THE BIG

"LITTLE THEATRE"

TV SHOW

The Short-Short-Story Sensation

Now On the Air

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Coast to Coast

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211 So. Beverly Drive

CRestview 5-1076 Beverly Hills, Calif.

Mallard TV, Inc.

120 Wall Street, New York 5, N. Y.
Phone: DIgby 4-3182
President.....S. Mukamal
Services Offered—Film Brokers for TV stations.

•

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800
Owner, Gen. Studio Mgr.....James Pagliaro
Services Offered—Sound studios for rental for TV pictures.

•

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-5119
President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs and spots.

•

Mercury International Pictures, Inc.

2330 W. Third St., Los Angeles 5, Calif.
Phone: Dunkirk 9-3876

HOW DO YOU DO LADIES AND GENTLEMEN HOW DO YOU DO?

This is NORMAN BROKENSHIRE announcing a new low-budget show "The Handy Man", a brand new series of how-to-do-it shows. Each complete, 3½ minutes long.

THE PRINCETON FILM CENTER, INC.
300 PARK AVE. PL. 5-0322

President .....V. E. Ellsworth
Services Offered—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

•

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr. Sidney Guber
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

•

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

•

Motion Picture Productions Inc.

(See Program Producers)

Depicto Films, inc.

Live Photography
Animation
Stop Motion
Slide Films
Animatic Strips
Slides
Telops

Depicto Films, inc.
254 W. 54th ST. NEW YORK 19, N.Y.
COlumbus 5-7621

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
President.....C. F. Vetter, Jr.
V.P. Chg. Spec. Prod.....Burgess Meredith
Vice-President .....Max Kreindler
Vice-President .....Barrett Gallagher
Treasurer.....Martin L. Scott
Secy. .....Gerald Margolis
Tech. Supervisor.....Victor H. Komow
Services Offered—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

•

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Dir. of National Sales.....Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

•

Murphy-Lillis Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144

ATLAS TELEVISION CORPORATION
FILMS FOR TELEVISION
FIFTEEN WEST FORTY-FOURTH STREET
NEW YORK, N. Y.
MURRAY HILL 7-5535
HENRY BROWN—*President*

We offer an intelligent service and an extensive library to the users of television films.

- FEATURES
  AMERICAN AND BRITISH
- WESTERNS
  HALF AND FULL HOUR VERSIONS
- COMEDY SHORTS
  SPECIALLY PREPARED FOR YOUR TIME SLOT
- COMEDY CARNIVALS
  A TREASURY OF HUMOR — IN ONE HOUR PROGRAMS
- TEVE-ETTES
  AN EXTENSIVE LIBRARY OF COMEDY AND MUSICAL VIGNETTES 3-5 MINUTES

President .....Owen Murphy
Vice-Pres. & Treas.....James M. Lillis
Production Chief.....Elwood Siegel
Chief Editor.....Joseph Josephson
Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

•

Murphy-Thomas Productions

General Service Studios, Hollywood, Calif.

•

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Treasurer .....M. Mermelstein
Services Offered—Feature films, streamliners.

•

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700
Adv., Publ. Director.....Melvin L. Gold
Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offerer—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

•

Official Films, Inc.

(Official Television Inc.)
25 West 45th St., New York 19, N. Y.
Phone: PLaza 7-0100
President.. ..William R. Goodheart, Jr.
Chairman of the Board.....Isaac D. Levy
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

•

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284
Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

TEL RA PRODUCTIONS

America's leading producers of TV sports programming. Famous shows include . . .

- TOUCHDOWN
- TELESPORTS DIGEST
- MAJOR LEAGUE FOOTBALL HIGHLIGHTS
- IDEAS ON PARADE
- BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

Tel Ra films have been used with great success by foremost national advertisers.

TEL RA PRODUCTIONS
1518 Walnut Street, Philadelphia 2, Pa.
KIngsley 5-8540

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer .....Mitchell Gertz
Services Offered—Will produce on contractual basis TV commercials and features.

•

Olio Video Television Productions, Inc.

20 East 42nd St., New York 17, N. Y.
Phone: MU 2-2318
President .....Harvey Cort
Treasurer .....Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

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Paramount Television Productions Inc.

1501 Broadway, New York 18, N. Y.
Phone: BRyant 9-8700
Vice-President.....George T. Shupert
Branch Office
5451 Marathon St., Los Angeles 38, Calif.
Phone: HOllywood 9-6363
Vice-President .....Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.

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Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: Granite 4774
Exec. Producer.....Paul Parry
Dir. of Photography.....Ray Foster
Services Offered—Production of Commercials any specified length, production of scripts to order.

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Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-5200
President.....Edward J. Lamm
Services Offered—Television commercial production.

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Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: NOrmandie 1-2174
President .....Ray Patin
Vice-President .....Gus Jekel
Production Manager.....Gerald Ray
Services Offered—Complete production of animated television commercial films with live action sequences.

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Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630
President .....Kern Moyse
Vice-Pres., Treas.....R. S. Moyse
Asst. Secy.-Treas.....Barbara Holz
Eastern Sales Mgr.....Raoul J. Menendez
Mgr., Special Services Dept..Allan De Forest
West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: GRanite 9223
Vice-Pres., Chg. Western Op. Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa
Plant Manager.....Thomas E. Ayers
Services Offered—Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; complete film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

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Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608
President.....Juan C. Hutchison
Vice-President .....Perry King
Services Offered—Complete production facilities on contract and sub-contract level.

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Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.
Phone: LU 2-4870
President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

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Primrose Productions Co.

1040 No. Las Palmas, Hollywood 38, Calif.
Phone: GR 3111
Executive Producer.....J. P. Lane
Producer.....Richard L. Morley
Production Manager.....Val Lindberg
Services Offered—Producers of television series or individual films, commercial and industrial films.

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The Princeton Film Center, Inc.

300 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 3550
Executive Director.....Gordon Knox
Vice-President .....Jack Barlass
Treasurer .....Gordon Blair
Prod. Mgr.....L. H. Holton
Writers.....John Capsi, Sumner Lyon, Ardis Smith.
Chief Editor.....Robert Webb
Distrib. Mgr.....Lash Bauman
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2
President.....Irving M. Lesser
Secy.-Treas. .....Seymour Poe
TV Manager.....Virginia Phillips
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

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Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.
Phone: VAnderbilt 6-3417
President.....Robert A. Orenbach
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

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Radio Features of America

(See Program Producers)

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Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723
President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

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Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
208 S. LaSalle St., Chicago 4, Ill.
Phone: Financial 6-0897
Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Sales Mgr. St. Paul Off.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Prod. Asst.....E. H. Polsfuss
Services Offered—Motion picture and slide film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

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RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Vice-President.....Louis de Rochemont
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

Roland Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101
President .....Roland Reed
Services Offered—Complete motion picture facilities.

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Reeves Sound Studios Inc.

304 East 44th St., New York, N. Y.
Phone: OR 9-3550
Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures.

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Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877
President .....Moe Kerman
Vice-Pres. .....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

•

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 2-0274
President .....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

•

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Vice-Chairman of Bd.....Ned E. Depinet
President .....Harry Michalson
Vice-Pres. & Gen. Mgr.....Jay Bonafield
Treasurer.....James H. Herries
Secretary .....Joseph Laub
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Television Consultant.....Edward R. Evans
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

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Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185
President.....Hal E. Roach
Vice-President.....Hal Roach, Jr.
Vice-Pres. & Prod. Mgr....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

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R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568

President.....R. S. Robbins
Mgr. of Prize Promotion....Edward E. Finch
Services Offered—Radio and television prizes.

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Bob L. Roberts Productions

806 Seventh Ave., New York 19, N. Y.
Phone: JU 6-0025
President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

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Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: GR 7131
President.....J. Richard Westen
Vice-President.....J. Harry Ebbert
Exec. Vice-President.....Harlow Wilcox
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials.

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Frederick E. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 3183
General Manager.....Fred K. Rockett
Production Supervision.....Betty King
Photographic Department...Alfred Higgins
Art Department.....George Coart
Studio Superintendent.....James Conley
Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

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Rogell Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: GRanite 3111
Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

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Roland Reed Productions

275 So. Beverly Dr., Beverly Hills, Calif.
CR 6-1101
President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas.....Hazel Hall
Production Manager.....Dick L'Estrenge
Supervising Film Editor.....Roy Luby
Services Offered—Producers of commercial, industrial and television films.

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Rollow-Clark & Co.

108 Oak St., Denton, Tex.
Phone: 1523
Co-owner .....Bill Rollow
Services Offered—TV film production.

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Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401
President .....David Chudnow
Vice-President .....Rosamond Chudnow
Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

•

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: Yo 2494
President & Owner.....Danny Rouzer
Vice-President .....Jan Edgar
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.

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Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640
Production Mgr.....Edward Ruby
Services Offered—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, owns Ruby Editorial Service.

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Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
Dallas 1, Tex.
Phone: STerling 3069
General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
New York Office
358 West 44th St., New York, N. Y.
Phone: JUdson 6-2258
Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

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Bernard L. Sackett Television Productions

(See Program Producers)

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Sanft-Costa Television Features

17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6770-6771
Co-Producers .....Sidney Sanft, Don Costa
Services Offered—Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV Film programs, open end, for local or national spot advertisers.

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Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085
President .....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson

Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151
Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

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Screen Gems Inc.
729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5044
Gen. Manager.....Ralph M. Cohn
West Coast Prod. Mgr.....Jules Bricken
Editorial Chief.....Daniel Heiss
N. Y. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Will Baltin
Business Manager.....Floyd Weber
Services Offered—Production and distribution of films for television, television commercials and television animated commercials.

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Screen Televideo Prod.
328 So. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1721
Executive Producer.....Gilbert A. Ralston
Production Manager.....Rudy E. Abel
Auditor .....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

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Seaboard Studios
157 E. 69 St., New York 21, N. Y.
Phone: REgent 7-9200
President.....Sandford R. Johnson
Vice-President.....Arthur B. Chapman
Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

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Seidel Films
853 Seventh Ave., New York 19, N. Y.
Phone: PL 7-1597
Manager .....Tom Seidel
Services Offered—TV film production.

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Sentinel Productions (div. of Sentinel Enterprises, Inc.)
(See Program Producers)

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Skibo Productions, Inc.
165 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-2265
President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Bd. of Directors.....Patrick E. Shanahan, George Blake, F. R. Normandin
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

The Charles E. Skinner Productions
1600 Broadway, New York, N. Y.
Phone: SU 7-5672
Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Jack Aichele
Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Film Editorial Supervisor.....Joe Josephson
Set Designer.....Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors.....Joseph Brun, George Webber
General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television; theatrical and sales influence films; producing contractors; adapters, consultants to package producers, advertising agencies, sponsors. Distribution facilities television and theatrical, U. S. and foreign. Production facilities New York, Florida, Hollywood.

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Stephen Slesinger, Inc.
247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President .....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," and "Ozark Ike."

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Snader Telescriptions Corp.
177 So. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4451
N. Y. Phone: LOngacre 4-3971
President.....Louis D. Snader
Vice-President.....Robert M. Snader
Director .....Duke Goldstone
Casting Director.....Phil Bloom
Musical Director.....Harry Zimmerman
Production Manager.....Jesse Corallo
Services Offered—Producers of motion picture film for television. Sales handled through Snader Telescriptions Sales, Inc., Reuben R. Kaufman, President, with offices in Beverly Hills, New York, Chicago, Atlanta and Cleveland.

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Special Purpose Films, Inc.
44 W. 56th St., New York 19, N. Y.
Phone: JUdson 6-0020
President .....John Fox

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Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

Al Stahl Productions
1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2992-3
President .....Al Stahl
Vice-President .....Irwin Stahl
Sales Manager.....Stanley Benford
Director .....Leroy Sylverst
Services Offered—Complete production facilities for live action production on film.

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Standard Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Services Offered—Major feature films and shorts.

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Station Distributors, Inc.
40 East 51st St., New York 22, N. Y.
Phone: PLaza 9-4953
President .....Walker Stuart
Services Offered—Package programs.

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Sterling Television Co., Inc.
316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750
President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
Head of Agency Sales.....Bernard Schulman
Manager of TV Dept.....Bernice S. Coe
Stock Shot Div. Mgr.....Richard Carlton
Services Offered—Producer and distributor of TV features, shorts and film series.

•

Wilbur Streech Productions
1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816
Owner.....Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

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Irvin Paul Sulds, Inc.
654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025
President.....Irvin Paul Sulds
Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

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Taylor Productions, Inc.
6700 Sunset Blvd., Hollywood 28, Calif.
President.....Gordon Van Dover
Services Offered—Write produce and direct. TV film spots.

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The TeeVee Company
211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076
President .....Gifford Phillips
Asst. to Pres.....Ludlow Flower, Jr.
V.P., Gen. Mgr.....Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

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Tel-Air Associates
366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417
Partners .....Seymour Kaplan, Mort H. Singer, Jr.
Services Offered — Film programs, spot commercials, animation.

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Tele-America Inc.
170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270
President.....Thorn L. Brooks
Vice-President.....Howard Taylor
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

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Telecast Films, Inc.
112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480
President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

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Telefex Productions
5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-6211
Pres. & Gen. Mgr.....Donna Fargo
Vice-President.....Victor Schulman
Secretary-Treasurer .....Lois Landon
Mgr., Photo-Lab Dept.....Joe Paul
Staff Writer.....Brice Knox
Staff Consultant.....Ted London
New York Branch
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091
N. Y. Sales Manager.....Jerry Kelly
Services Offered—Live, recorded and film TV's only complete rear screen projection service. Still, moving, special effect projectors, screens, frames, slides, footage, consultation and production. Telefex Telarc, Bell-Howell TV adapted Filmoarc, VisualCast TV model; Roto-Scene Telefex productions built around telefex screens and employing still moving, and special effect backgrounds.

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Telemated Cartoons
70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Prod.-Dir. .....Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOllywood 9-8321
President.....Henry B. Donovan
Secretary-Treasurer .....Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

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Telepak Inc.

201 N. Carmelina Ave., Los Angeles 49, Calif.
President.....C. Robert Longenecker
Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

•

Telepix Corporation

Times Tower Bldg., 1475 Broadway,
New York 18, N. Y.
Phone: PEnnsylvania 6-1821-2
President.....Albert G. McCarthy
Vice-President .....Richard Freitas
Secretary .....Rita Fables
Services Offered—TV films.

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Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301
Business Mgr.....J. T. Ward
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

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Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650
Chg. of Prod.....Robert N. Brotherton,
Arthur L. Goldman
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

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Television Exploitation Inc.

1450 Broadway, New York 18, N. Y.
Phone: WIsconsin 7-2055
President.....Leonard J. Ackerman
Vice-Pres. & Mgr.....Louis N. Friedland
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

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Television Guild Productions Inc.

210 No. Larchmont, Hollywood 4, Calif.
Phone: HO 9-2895
Production Manager.....Jack Miles
Services Offered—Complete studio facilities for rent. Producers of TV commercials and shorts.

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Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

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Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-8540
Producer.....W. Wallace Orr
Director of Programming &
Sales .....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editor.....Raymond Brown
Film Editor.....Joe Arnold
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

•

Times Square Productions Inc.

145 West 45th St., New York 19, N. Y.
Phone: CIrcle 6-4443
President .....Chas. W. Curran
V.P.-Production.....Stephen E. Fitzgibbon
V.P.-Sales.....Donald Langan
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment, in black and white and color. Producers of package shows on film.

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Time for Beany

704 No. Bronson Ave., Hollywood 38, Calif.
Phone: GRanite 6144
Executive Producer.....Bob Clampett
General Manager.....D. J. Nocerine
Services Offered—Produce five 15-minute films per week syndicated nationally through Paramount Television Productions, Inc.

•

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400
President .....William Miesegaes
Vice-President .....Walter Lowendahl
Vice-Pres. .....William Burnham
Secretary-Treasurer.....Peter A. Schlenker
Services Offered — Complete facilities for

production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

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Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1280
President.....Theodore A. Parisi

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Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.
Phone: COlumbus 5-0060
President .....Jack Goldstein

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TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1323
President .....Doria Balli
Sales Manager.....Gene Grant
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

•

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
President.....Edward Roberts, Jr.
Vice-President.....Willard P. V. Voorhees
Treasurer.....William Mills, III
Director of Sales.....David Horwich
Director of Advertising & Promotion.....Jacob Van Aernam, Jr.
Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

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United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6000
Director of Television.....John H. Mitchell
Asst. Dir. of TV..Miss Louise E. Raphael
East Coast Sales Rep.....Robert Brahm
West Coast Sales Rep....Miss Becky Barnes
Mid-West Sales Rep.....Robert O'Brian
Services Offered—Production and distribution of television films.

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United Press Associations

(See Program Producers)

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United Productions of America

4440 West Olive Ave., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—670 Fifth Ave., New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce.....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office Edward F. Cullen
Vice-President .....John Hubley
Vice-President.....A. D. Woolery
Vice-President .....Robert Cannon
Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

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United Television Programs Inc.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-0041
Co-owner .....Milton Blink
Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-4620
Manager .....Aaron Beckwith
140 N. La Brea, Los Angeles 36, Calif.
Phone: WEbster 8-9181
Co-Owner .....Gerald King
Services Offered—TV package programs.

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Unity Television Corp.

1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234
President.....Arthur A. Mayers
Treasurer .....Martin Mermelstein
TV Director .....C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

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Vallee Video Inc.

6611 Santa Monica, Hollywood 36, Calif.
Phone: HIllside 6118
President .....Rudy Vallee
Vice-President.....B. S. Otto
Secretary .....D. Hall
Manager.....John W. Swallow
Services Offered—Full film studio for TV. Stage, Cutting Room, Projection Room, Dressing Rooms.

•

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

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Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326

President.....Henri E. Marcuse
Writer .....Charles Cinnamon
Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series—musical live package in full production or only as a script package.

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Video Varieties Corp.

41 E. 50 St., New York, N. Y.
Phone: MU 8-1162

President.....George W. Goman
Vice-Pres. chg. of Prod.....Martin Henry
Treasurer.....A. W. Manchee
Vice-Pres. & Film Editor..Leonard Anderson
Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

•

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310

President .....Alfred Justin
Vice-President.....Edward Roberts Carroll
Sales Director.....Otto H. Sutter
Production Chief.....Richard Grey
Continuity Director.....Harry Doolittle
Studio Chief.....William B. Shriner
Staff Director.....James Rose
Chief Sound Engineer...Peter Protopappas
Editor .....Lloyd Ball
Publicity Director.....Sherel Udell
Executive Secretary.....Nancy Gould
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

•

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060

President.....William M. Nelson
Art Director.....Robert Dunne
Production Manager.....Robert J. Asherman
Film Director.....H. Lionel Miller
Advertising Consultant.....Weston Hill
Office Manager.....Margaret M. Maxwell
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

•

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
Phone: CIrcle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 5287

Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

•

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 5287

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

•

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

V.-P. & Manager.....Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

•

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
Phone: CIrcle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

•

Frank Wisbar Productions Inc.

7324 Santa Monica, Hollywood 36, Calif.
Phone: 2-2286

Owner .....Frank Wisbar
Services Offered—Film productions.

•

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Secretary-Treas. .....Robert Feldman
Exec. Producer.....Les Wintz
Services Offered — Talent representatives, casting, production, and packaging of films.

•

World Video, Inc.

(See Program Producers)

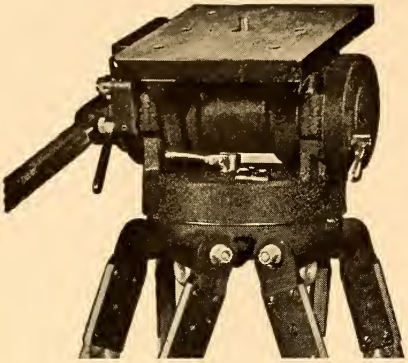
•

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

President .....Stuart Scheftel
Exec. Vice-Pres.....Godfrey Elliott
Services Offered—Offers educational films for TV rental.

Floating Action!



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Maurer: 16 mm. Cameras

Moviola: Editing Machines - Synchronizers

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Raw Stock

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Stock Shot Libraries

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Cartoon Producers

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Costumes

TV SERVICE FIRMS

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

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SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
Durto-Test Corp., North Bergen, N. J.
General Electric Co., Nela Park, Cleveland, O.
GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Strong Electric Corp., 87 Park Avenue, Toledo, O.
Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radio Corp. of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Radio Corp. of America, Camden, New Jersey.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) . . . . . HIllside 7471

Anderson, Howard A.
General Service Studios . . . . . GRanite 3111
1611 Cosmo St. . . . . HUdson 2-1247

Cinecolor, Inc.
2800 S. Olive St., Burbank . . . . STanley 7-1126

Cinema Research
7000 Romaine, Hollywood (38) . HUdson 2-7464

Consolidated Films Industries, Inc.
959 Seward St. . . . . HOllywood 9-1441

Dunningcolor Corp.
932 N. La Brea Ave. . . . . GRanite 3174

Filmeffects of Hollywood
1153 N. Highland Ave. . . . . HOllywood 9-5808

Hansard, R. L.
8822 W. Washington Blvd., Culver City TExas 02761

Mercer, Ray
4241 Normal Ave. . . . . OLympia 8436

Pacific Title & Art Studio
6350 Santa Monica Blvd. . . . HEmpstead 5611

Pathe Industries, Inc.
6828 Santa Monica Blvd. . . HOllywood 9-3961

Rabin, Jack
7324 Santa Monica . . . . . HUdson 2-5463

Schmid, Al
1041 N. Formosa Ave. . . . . GRanite 5111

Smallwood Process
7324 Santa Monica Blvd. . . . . HOllywood 9-5060

Technicolor Motion Picture Corp.
6311 Romaine St. . . . . GRanite 1101

Telefax
5732 Sunset Blvd. . . . . PL. 7-0780

Williams Lab
1040 N. McCadden Place . . . . . HIllside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
1025 N. Highland Ave. . . . . HOllywood 9-8181

Lyons Van & Storage Co.
6372 Santa Monica Blvd. . . . . HOllywood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave. . . . . JUdson 6-1030

Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway . . . . . JUdson 6-1700

Lloyds Film Storage Corp.
729 Seventh Ave. . . . . COlumbus 5-5400

Miles, Joseph R., Film Storage
729 Seventh Ave. . . . . JUdson 6-4954

United Storage Corp.
630 Ninth Ave. . . . . JUdson 6-1030

LABORATORIES

☆

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....HIllside 7471
Art Craft Screen Service
4019 W. 60th St.....AXminster 5423
Associated Film Laboratories
5631 Hollywood Blvd., Hollywood (28)
HIllside 8195
Cinecolor Corp.
2800 S. Olive Ave., Burbank..ROckwell 9-1126
Cinema Research
7000 Romaine St. (38).....HUdson 2-7464
Color Reproduction Co.
7936 Santa Monica Blvd. (46)....HIllside 8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5122
Consolidated Film Industries
959 Seward St. (38).....HOllywood 9-1441
Lab: 959 Seward St., (38)..HOllywood 9-1441
Dunningcolor Process Co., Inc.
932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151
Film Effects of Hollywood
1153 N. Highland (38)....HOllywood 9-5808
Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....HIllside 2181
Houston Color Film Co.
230 W. Olive, Burbank.....CHarleston 0-8188
Hungerford Film Lab.
6327 Santa Monica, Hollywood
HOllywood 2-3237
Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1144
Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
HOllywood 9-3961
Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35)..BRadshaw 2-2340
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46) .....WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27)..OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28)..HOllywood 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36).....HIllside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9162
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St.....YUko 6-5961
Skinner, C. R., Manufacturing Co.
294 Turk St. .....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg..... **4200**

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.,.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Blvd., Oak Park.....AUstin 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
AMbassador 2-1600
Chicago Film Laboratories, Inc.
1333 Belmont Ave.....BIttersweet 8-6780
Crescent Film Labs.
7510 N. Ashland.....AMbassador 2-5000
Filmack Laboratories
1327 S. Wabash Ave.....HArrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St.....LOngbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAgnolia **1744**
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAgnolia **4545**

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....LIberty **6216**

BOSTON, MASS.

Ambster Motion Picture Co.
42 Melrose Ave.....HAncock 6-1158
Master Motion Picture Co.
50 Piedmont St.....HAncock 6-3592
Paramount Laboratories
123 Heath St.....GArrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St. .....TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
2269 Ford Parkway.....EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd.....Harrison 6446

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FOrt Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., B'klyn....ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....COlumbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FOrt Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIrcle 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St.....PLaza 7-4580
Filmlab, Inc.
126 W. 46th St.....LUxemburg 2-2863
Guffanti Film Laboratories, Inc.
630 Ninth Ave.....COlumbus 5-5530
Major Film Laboratories, Inc.
653 Eleventh Ave.....CIrcle 6-6950

• • • Laboratories • • •

Malcolm Laboratories Corp
244 W. 49th St.....CIrcle 6-3150
Mecca Film Laboratories, Inc.
630 Ninth Ave.....CIrcle 6-5290
Mercury Film Laboratories, Inc.
723 Seventh Ave.....CIrcle 5-4930
Movielab Film Laboratories
619 W. 54th St.....JUdson 6-0360
National Screen Service Corp.
1600 Broadway.....CIrcle 6-5700
Paramount Laboratory
Sixth & Pierce Sts., Astoria
RAvenswood 8-8000
Paramount News Laboratory
Office: 544 W. 43rd St.....LOngacre 3-4300
Pathe Industries, Inc.
105 E. 106th St.....TRafalgar 6-1120
Precision Film Laboratories
21 W. 46th St.....JUdson 2-3970
Producers Laboratories, Inc.
457 W. 46th St.....CIrcle 6-5232
Rainbowlab, Inc.
619 W. 45th St.....JUdson 6-0360
Star Safety Film
630 Ninth Ave.....CIrcle 6-0888
Tri Art Color Corp.
245 W. 55th St.....PLaza 7-4500

CLEVELAND, O.

Escar Motion Picture Service, Inc
7315 Carnegie Ave.....ENdicott 1-2707
Motion Picture Productions, Inc.
620 W. Superior Ave.....PRospect 1-4900

PORTLAND, ORE.

Western Color Films
1536 S. E. 11th .....EMpire 2139

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave.....SAgamore 2-7534
Hausman, Ward B.
1029 W. Rising Sun.....RAdcliff 5-2964
News Reel Laboratory
1733 Sansom St.....RIttenhouse 6-3892
Welsh, Charles E.
2661 S. Felton Ave.....SAratoga 9-8884

DALLAS, TEX.

Jamieson Film Co.
3825 Bryant .....TEnsin 3-8158
Southwest Film Laboratory, Inc.
2015 Young .....PRospect 0453
Variety Pictures, Inc.
3825 Bryant.....TEnsin 8158

SALT LAKE CITY, UTAH

Artis Studios
David Keith Bldg.....5-5592

MILWAUKEE, WISC.

Film Arts Corp.
1032 N. 6th St.....DAly 8-5670

RAW STOCK

Ansco
Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.: 405 Lexington Ave., MUrray Hill 6-0555, New York 19, N. Y.; 6424 Santa Monica Blvd., HOllywood 9-2918, Hollywood 38, California.

DuPont
I. E. du Pont de Nemours and Co. (Inc.), Photo Products Division, Wilmington, Del.; 6656 Santa Monica Blvd., HOllywood 9-5147, Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman
See W. J. German, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.

German, W. J., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., Fort Lee 8-5106; 6700 Santa Monica Blvd., HIlside 6131, Hollywood 38, Calif.; 6040 N. Pulaski Rd., IRving 8-4064, Chicago, Ill.

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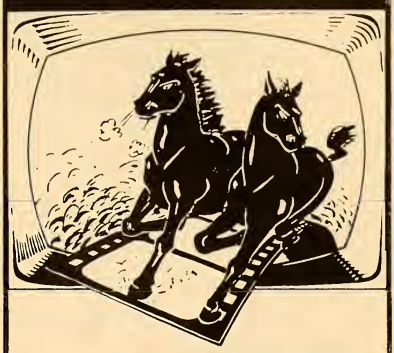

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LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank..ROckwell 9-3461

Glenar (Sid) Productions
6618½ Sunset Blvd. (38).....HIllside 0406

Lantz, Walter
861 N. Seward St. (38)....HOllywood 9-2907

Metro-Goldwyn-Mayer
Culver City .....TExas 0-3311

United Productions of America
4440 Lakeside Dr., Burbank..CHarleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave.....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEw Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas.....JUdson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720

Famous Studios
25 W. 45th St.....LUxemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MUrray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse, New York.

Frigidaire Division, General Motors Corp., 300 Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield, N. J.

General Elec. Co., 1 River Road, Schenectady, N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.

National Theatre Supply, 92 Gold St., New York, N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Trane Company, LaCrosse, Wisc.

Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave., S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div., 420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison, N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave.....HOllywood 9-5808

Ideal Pictures Corp.
2408 W. 7th St.....DUnkirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TExas 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27).....OLympia 8436

Wild Life Film Co.
5151 Strohm, N. Hollywood....STanley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave.....CIrcle 5-6873

Lloyds Film Library
729 Seventh Ave.....COlumbus 5-5400

Miles Film Library
729 Seventh Ave.....COlumbus 5-5400

RKO Pathe, Inc.
105 E. 106th St.....SAcramento 2-2600

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COLOR PROCESSES

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif; HIllside 7471.

Anderson, Howard A.
1611 Cosmo St., Hollywood 28, Calif.; HUdson 2-1247.

Ansco Color
Ansco Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MUrray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUdson 2-3229.

Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.; ROckwell 9-1126.

Cinema Research
7000 Romaine, Hollywood 38, Calif.; HUdson 2-7464.

Color Research Corp.
105 E. 106th St., New York, N. Y.; SAcramento 2-7830.

Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; HIllside 8225.

Duuningcolor Corp.
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRanite 3174.

Eastman Kodak Co.
Rochester, N. Y.

Film Effect
1153 N. Highland Ave., Hollywood 38, Calif.; HOllywood 9-5808.

Flora Color
1103 El Centro Ave., Hollywood, Calif.; GRanite 9559.

Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)

Monopack
Technicolor's color negative system for use with regular black and white cameras.

Polacolor Process
Polaroid Corp., Cambridge 39, Mass.

Technicolor Motion Picture Corp.
6311 Romaine St., Hollywood 38, Calif.; GRanite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CIrcle 7-7934.

Trucolor
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUdson 6-1700.

BACKGROUND MUSIC COMPOSERS

Applebaum, Louis
National Film Board of Canada, Ottawa.
Ottawa 2-8211

Associated Music, Inc.
9032 Burton Way, Beverly Hills, Calif.
CRestview 4-6151

Cain-Schumann Music Service
4606 N. Radford Ave., N. Hollywood, Calif.
STanley 7-3732

Filmusic, Inc.
245 W. 55th St., New York, N. Y.
JUdson 6-4155

Shaindlin, Jack
245 W. 55th St., New York, N. Y.
JUdson 6-4155

Velazco Emil
723 Seventh Ave., New York 19, N. Y.
PLaza 7-8530

SCREENING ROOMS

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St. . . . . HOllywood 9-1441

Eastman Kodak Co.
6706 Santa Monica Blvd. . . . . HOllywood 9-3101

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. . . . . HIllside 2181

Pathe Industries, Inc.
6823 Santa Monica Blvd. . . . . HOllywood 9-3961

RCA
1016 N. Sycamore Ave. . . . . HIllside 5171

NEW YORK, N. Y.

Advance Projection Theaters
729 Seventh Ave. . . . . JUdson 6-4954

Audiograph Studios
846 Seventh Ave. . . . . PLaza 7-6208

Bonded's Film Center Theater
630 Ninth Ave. . . . . JUdson 6-1030

Johnny Victor Theater
40 W. 49th St. . . . . CIrcle 6-4030

Lloyds
729 Seventh Ave. . . . . COlumbus 5-5400

Miles Public Projection Theaters
729 Seventh Ave. . . . . CIrcle 5-6873

Preview Theater
1600 Broadway . . . . . CIrcle 6-0865

COSTUMES

NEW YORK, N. Y.

Bally-Hoo Theatrical Costume Co.
160 W. 48th St. . . . . CIrcle 5-5634

Berthe, Mme.
110 W. 47th St. . . . . PLaza 7-4170

Brooks Costumes
1150 6th Ave. . . . . VAnderbilt 6-5060

Eaves Costume Co., Inc.
151 W. 46th St. . . . . PLaza 7-3730

Flair Theatrical Costume Co.
1658 Broadway . . . . . PLaza 7-3638

Lillien Costume Co.
1658 Broadway . . . . . CIrcle 5-5199

Variety Costume Exchange
1658 Broadway . . . . . COlumbus 5-8789

WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

IT is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.

Brown

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Mutiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

PROGRAMS 1951

TV AM

Titles

☆

Sponsors

☆

Products

☆

Networks

☆

TV Stations

☆

Advertising Agencies

COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Academy Award Theatre	Rose Jewelers	WXYZ-TV	W. B. Doner Agency
Academy Theatre	Jose Escalante	KECA-TV	Guenther-Bradford
Action Theatre	Cloyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Actor's Hotel	Ronzoni	WJZ-TV	Emil Mogul Co.
Acrobat Ranch	Acrobat Shoe Co. Shoes	ABC-TV	Ruthrauff & Ryan, Inc.
Adventure Call	Ashburn Furniture Company	KTLA	Ross, Gardner & White
Adventures in Sewing	Graybar Elec. Co. Sewing Machines	KMTV	
Adventures of Ellery Queen	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Adventures of Ellery Queen	Kaiser-Frazer Sales Corp. Kaiser-Frazer Cars	DuMont	Wm. H. Weintraub & Co.
Adventures of Kit Carson	Coca Cola	WAVE-TV	D'Arcy, St. Louis
A Hair Raising Tale	Chas. Antell	WSPD-TV	
Alan's Midnight Showboat	Alan Radio & Appliance Co., Inc.	WNBQ	Dickson & Wiebe
Alan Young Show	Esso Standard Oil	CBS-TV	Marschalk Pratt Co.
Alan Young Show	Kroger Co.	CBS-TV	Ralph H. Jones Co.
Alex Dreier & the Sunday News	Home Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Alice Weston	Frigidaire	WXEL	
All-Star Revue	Kellogg Co. Cereals	NBC-TV	Kenyon & Eckhardt
All-Star Revue	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
All-Star Revue	Snow Crop Marketers Frozen Foods	NBC-TV	Maxon, Inc.

Al Pearce Show		CBS-TV	
Amateur Hour	Morris B. Sachs	WENR-TV	Ruthrauff & Ryan
Amazing Mr. Malone, The	Seiberling Rubber Co. Tires	ABC-TV	Meldrum & Fewsmith, Inc.
America at Church	Bethany Reformed Church	WENR-TV	Walter Bennett
American Back to God	American Back to God, Inc.	WXYZ-TV	
American Forum of the Air	Bohn Aluminum & Brass Co. Aluminum	NBC-TV	Zimmer-Keller, Inc.
American Legion Wrestling	Graybar Elec. Co. Appliances	KMTV	
Amos 'N' Andy	Blatz Brewing Co.	CBS-TV	Wm. H. Weintraub
Animal Fare	Kasco Mills	WJBK-TV	
Animal Fair	Kasco Mills Dog Food	WSPD-TV	
Ann Alden	Stripling's Department Store	WBAP-TV	Howard Caraway
Anniversary Party	Tony's Bakery	WSPD-TV	
Armchair Shopper	Blum's Dept. Store	WAAM	L. E. Schechter
Armchair Theatre	Participation	WBNS-TV	
Armchair Theatre	Will Sales	WAVE-TV	
Armstrong Circle Theatre	Armstrong Cork Co. Linoleum, Floor Coverings, Bldg. Materials	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Around the House With Ken Ward	Central Natl. Bank of Cleveland	WNBK	Fuller & Smith & Ross
Arrow Beer Sports	Arrow Beer	WAAM	Joseph Katz Agency
Art Museum Show	Art Museum of Toledo	WSPD-TV	
Arthur Brown & Bros. Show	Arthur Brown & Bros. Artist's Supplies	WABD	Huber Hoge & Sons
Arthur Godfrey and His Friends	Liggett & Meyers	CBS-TV	Cunningham & Walsh
Arthur Godfrey and His Friends	Pillsbury Mills	CBS-TV	L. Burnett Co.
Arthur Godfrey and His Friends	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Arthur Godfrey Morning Show	Lever Bros.	CBS-TV	Ruthrauff & Ryan
Arthur Godfrey's Talent Scouts		CBS-TV	
Arthur Murray Dance Party	Arthur Murray Studios	WAAM	Joseph Katz Agency
Arthur Murray Show	Arthur Murray Dance Studios	DuMont	Ruthrauff & Ryan, Inc.
Arthur Murray Show	Arthur Murray Products Dancing Lessons	ABC-TV	Ruthrauff & Ryan, Inc.
Ashland Serenade	Ashland Oil & Refining Co.	WSAZ-TV	Byar & Bowman
A's—Phillies Baseball, 1951 Season	Atlantic Refining Co.	WFIL-TV	N. W. Ayer & Son, Inc.
Ask the Colonel	Ethyl Gasoline	WAVE-TV	Batten, Barton, Durstine & Osborne, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Bat With Bradley	Ashland Oil & Refining Co.	WSAZ-TV	Direct
At Home Show	C. H. Masland & Sons Masland Carpets	ABC-TV	Anderson & Cairns, Inc.
At Home Show	D. H. Holmes	WDSU-TV	
At Home With Holley	Participating	WKY-TV	
At Ringside With the Rasslers	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Audition Ambition	Arthur Murray	WXEL	
Austin Kiplinger	Chicago Natl. Bank	WENR-TV	J. R. Pershall
A Woman Speaks	Newman's Women's Apparel	WHBF-TV	

B

Backgrounds for Living	Barker Bros.	KTLA	Mays & Company
Backstage	Chock Full O' Nuts Restaurant	WABD	Fairfax
Bandstand Revue	Acme Brewing Company	KTLA	Foote, Cone & Belding
Bandstand Revue	Chrysler Dealers of So. Calif.	KTLA	McCann-Erickson, Inc.
Barbershop Harmony	Diehle Beer	WSPD-TV	
Bar-5 Ranch	Chuckles Candy	WJBK-TV	
Bar-5 Ranch	Chuckles Candy Co.	WXEL	
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Baseball	Falls City Beer	WAVE-TV	Prater
Baseball Previews	Student Prince Cigars Crawford Door Sales	WXEL	
Baseball Scoreboard	General Electric Supply Corp.	WXEL	
Beat the Champ	Urich's Serve Yourself Stations, Inc.	KTLA	George Patton Co.
Beat the Clock	Sylvania Electric Products	CBS-TV	Cecil & Presbrey, Inc.
Behind Your Telephone	Southwestern Bell Telephone Co.	WKY-TV	Lowe Runkle
Bert Parks Show	General Foods	CBS-TV	Young & Rubicam
Bert Parks Show	General Foods Corp. Jell-O, Bird's Eye, Swansdown	NBC-TV	Young & Rubicam
Bess Myerson Show	Lydia O'Leary Spotstik	WABD	Huber Hoge & Sons
Better Home Show, The	Anthracite Institute Pa. Anthracite Coal	ABC-TV	J. Walter Thompson Co.
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gillham Adv. Agency
Betty Crocker Star Matinee	General Mills, Inc. Bisquick, Cheerios, Softasilk Cake Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.

Beulah	Procter & Gamble Dreft & Oxydol	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Bigelow Theatre	Bigelow-Sanford Carpet Co.	DuMont	Young & Rubicam
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	Harry Strandhagen
Big N Little Club Party	Dr. Posner's Shoes	WPIX	Posner-Zabin Adv.
Big Ten Football	Phillips "66" Gasoline	WENR-TV	Lambert & Feasley
Bill Goodwin Show	General Electric Co. Refrigerator, Dishwashers	NBC-TV	Young & Rubicam
Bill Gwinn Show	A. C. Weber & Co.	KECA-TV	Al Carmona Adv.
Bill Pepper & the News	Geo. Byers Sons Plymouth, DeSoto	WBNS-TV	Kelly & Lamb Agency
Bill Post's Telemart	Fisher Baking Co. Bakery Products	KSL-TV	
Bill Stulla's Parlor Party	Participating	KNBH	
Bill Zipf's Farmtime	Participation	WBNS-TV	
Billy Rose Show, The	Hudson Motor Car Co. Hudson Motor Cars	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Birthday Club	Buckan's Baking Co.	KING-TV	MacWilkins, Cole & Weber Agency
Black Spider	State Sample Furniture	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
Blind Date	Gruen Watch Co. Watches	ABC-TV	McCann & Erickson Co.
Bob Murphy	Hudson Dealers	WXYZ-TV	Brooke, Smith, French & Dorrance Agency
Bob Murphy	U. S. Rubber	WXYZ-TV	Fletcher Richards Agency
Bookshop Man	Ohio Oil Co.	WAVE-TV	Stockton, West & Burkhart
Bookshop Man	Ohio Oil Marathon Products	WSPD-TV	
Boston Blackie	Buckeye Brewing	WSPD-TV	
Boston Blackie	C V Beer	WTTV	
Boston Blackie	Erin Brew	WXEL	
Boston Blackie	Ford Dealers of Washington, D. C.	WNBW	J. Walter Thompson Co.
Boston Blackie	Milani Foods	KNBH	Marketers, Inc.
Boston Blackie	Standard-Humpty-Dumpty	WKY-TV	
Break the Bank	Bristol Myers Co.	CBS-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co. Mum, Ipana, Sal Hepatica	NBC-TV	Doherty, Clifford, Shenfield
Bride and Groom	Hudson Pulp and Paper	CBS-TV	Duane Jones Co.
Bride and Groom	Lehn & Fink Hinds Honey & Almond Cream	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor-Hocking Glass Corp. Beer Bottles	NBC-TV	Wm. H. Weintraub
Bubble Up Scoreboard	Bubble Up Beverage Co.	WLW-C	
Buddies	Craines Furniture Co.	WHBF-TV	
Buddy Cotter	Schiff's Shoes	WBNS-TV	
Burns & Allen	Carnation Co.	CBS-TV	Erwin Wasey & Co.

C

Cafe Prior	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Calling All Women	Winston Stores	WPIX	Albert Black, Inc.
Camel Movie Hour	R. J. Reynolds Tobacco Co.	WNBQ	William Esty Co.
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co.
Cameo Theatre	Noxzema Chemical Co. Noxzema	NBC-TV	S. S. C. & B.
Candid Camera	Phillips & Buttorff	WSM-TV	Marvin Smith Adv.
Candid Camera	Ruppert Brewing	WJZ-TV	Biow Co.
Can You Top This	Wine Corp. of America Wine	ABC-TV	Weiss & Geller, Inc.
Captain Video	General Foods Posts Cereals	DuMont	Benton & Bowles, Inc.
Carousel	General Electric—Home Appliances	WSM-TV	
Carrot Top Anderson	American Vitamin	WLW-C	
Cartoon Parade	Keuhman Potato Chips	WSPD-TV	
Case of Eddie Drake	Drewry's Limited	WJBK-TV	
Case of Eddie Drake	Schoenling Beer	WLW-C	
Cavalcade of Bands	Drug Store Television Productions Drugs	DuMont	Product Advertising Corp.
Cavalcade of Girls	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Cavalcade of Sports	Gillette Safety Razor Co. Razors & Blades	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Products	DuMont	Product Advertising Corp.
CBS News With Douglas Edwards	General Motors	CBS-TV	D. P. Brother, Inc.
CBS Television Workshop		CBS-TV	
Celanese Theatre	Celanese Corp. of America Institutional	ABC-TV	Ellington & Co.
Celebrity Time	B. F. Goodrich	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.

Celluloid Playhouse	Vitamin Corp. of America	WNBK	Harry B. Cohen Adv. Co.
Chance of a Lifetime	Bendix Home Appliances Ranges, Washers, Dryers & Ironers	ABC–TV	Tatham-Laird, Inc.
Charlie Chase Films	Karl's Shoe Store, Ltd.	KTLA	Irwin Company, Inc.
Charlie Chase Films	Murphy Motors	KTLA	Chas. Stahl Adv.
Charlie Wild, Private Detective	Wine Corporation of America Mogen David Wine	ABC-TV	Weiss & Geller, Inc.
Cheer Corner	Neumode Shop	WTTV	
Chef Milani Show	Participating	KNBH	
Chester the Pup	Mason, Au & Magenheimer Confectionery Mason Candy Products	ABC-TV	Turner & Dyson, Inc.
Chet Huntley & News	Clinton Clothing Mfg.	KECA-TV	M. Weinberg Adv.
Chicago Playhouse	Demet Pontiac, Inc.	WNBQ	Sander Rodkin Adv.
Chicago Symphony Chamber Orch.	Chicago Title & Trust Co.	WENR-TV	Earle Ludgin
Children Should Be Seen	McLevy Salons	WPIX	Assoc. Adv. Service
Chronoscope	Longines Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Chuck Wagon	Participating	WKY-TV	
Cincinnati Reds Baseball	Burger Beer	WLW-C	
Cinema 11:30	Mawson DeMany, Inc.	WFIL-TV	Solis C. Cantor Adv. Agency
Circuit Rider, The	America for Christ Institutional	ABC-TV	Turner & Dyson, Inc.
Cisco Kid	Frito Company	WBAP-TV	Glenn Adv.
Cisco Kid	Interstate Bakeries Bread	WDAF-TV	R. J. Potts, Calkins & Holden Agency
Cisco Kid	Interstate Bakeries	WENR-TV	Calkens & Holden
Cisco Kid	Sealtest Milk	WAVE-TV	Zimmer & McClasky
Cisco Kid	Ward Baking Co.	WNBK	J. Walter Thompson
Cisco Kid	Wrigley Markets	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
City at Night	Atchison, Topeka & Santa Fe	KTLA	Leo Burnett Co., Inc.
City Hall	Vim Stores	WPIX	William Warren, Jackson & Delaney
City Hospital	Carter Products Arrid, Nair, Carter's Pills	ABC-TV	Ted Bates & Co.
Claire Mann's Glamour Show	Buitoni	WJZ-TV	Astral Adv. Co.
Cleve. Browns Quarterback Club	Carlings Beer	WXEL	
Cleve. Indians' Home Baseball Games	Leisy Bewing Co.	WXEL	
Clifton Utley & the News	Chicago Rand Shoes	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Englander Co.	WNBQ	Leo Burnett

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clifton Utley & the News	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Clifton Utley & the News	Kroehler Furniture Dealers of Chicago	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Peabody Coal Co.	WNBQ	Fitzmorris & Miller
Clifton Utley & the News	Sidney Wanzer & Sons	WNBQ	George H. Hartman
Clifton Utley & the News	Temperature Equipment Co.	WNBQ	Herbert S. Laufman
Clifton Utley & the News	Webster-Chicago Corp.	WNBQ	Fuller, Smith & Ross
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clock, The	Rhodes Pharmacal Co. Imdrin	ABC-TV	O'Neil, Larson & McMahon
Cloverleaf Film Theatre	Cloverleaf Dairy Milk, etc.	KSL-TV	Gillham Adv. Agency
Coaches Corner	Bresee Chevrolet Chevrolet	WHEN	Coolican Agency
Coaches Corner	Rusterholts & Rossell Plymouth	WHEN	
Coffee and Cakes	Dow-Corning	WXYZ-TV	Don Wagnitz Agency
Coffee and Cakes	Farm Crest Bakeries	WXYZ-TV	Grant Adv.
Coffee and Cakes	Michigan Macaroni	WXYZ-TV	Rolfe Spinning Agency
Coffee and Cakes	Michigan Sugar	WXYZ-TV	Zimmer Keller Adv.
College Bowl, The	American Safety Razor Corp. Razor Blades & Lighters	ABC-TV	Ruthrauff & Ryan
College Bowl, The	Pharma-Craft Corp. "Heed" Deodorant Soap	ABC-TV	Ruthrauff & Ryan
Columbus Red Birds	Burger Brewing Co.	WLW-C	
Comedy Cameos	Cameo Shirr-Back Curtain Co.	WABD	Product Services, Inc.
Comedy Classics	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Comedy Hour	Colgate-Palmolive-Peet Co. Ajax, Palmolive Soap, Halo, Dental Cream	NBC-TV	Sherman & Marquette
Comedy Hour	Frigidaire Div., General Motors Corp. Refrigerators	NBC-TV	Foote, Cone & Belding
Community Leaders	Loveman, Berger & Teitlebaum	WSM-TV	
Cooking Can Be Fun	Franklin Vess Co.	WSM-TV	Noble-Dury
Cook's Book	Participating	WKY-TV	
Cook's Champagne Party	Schenley Industries, Inc. Cook's Champagne & Dubonnet Wine	ABC-TV	Biow Co., Inc.
Coolerator Theatre	A. A. Schneiderhahn Co.	WHBF-TV	
Cosmopolitan Theatre	Drug Store Television Productions Drug Products	DuMont	Product Advertising Corp.

Courtesy Hour	Courtesy Motors	WENR-TV	Malcolm-Howard Agency
Cowboy Thrills	Everybody's Department Store	WBAP-TV	McBride-Holmes
Cowboy Thrills	Smart & Final	KTLA	Dan B. Miner Co.
Cowboy Thrills	Victory Packing Company	KTLA	McNeill, McCleery & Creamer
Crime Photographer	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Crime Syndicated	Schick, Inc.	CBS-TV	Kudner Agency, Inc.
Crime With Father	Block Drug Co. Amm-i-Dent Tooth Powder, Minipoo	ABC-TV	Cecil & Presbrey
Crusade for Christ	Crusade for Christ, Inc.	WXYZ-TV	
Crusade in Europe	GE Dealers	WKZO-TV	
Crusade in Pacific	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Crusade in Pacific	Miller High Life Beer Distributor	WSPD-TV	
Crusade in the Pacific	City Natl. Bank & Trust Co.	WENR-TV	George H. Hartman
Crusade in the Pacific	Miller Brewing Co. Miller's High Life Beer	WOAI-TV	Mathisson Agency
Crusade in the Pacific	Society for Savings	WNBK	Griswold-Eshleman
Crusade in the Pacific	Stewarts Drug Goods Co.	WAVE-TV	
Crusade in the Pacific	Welch Wine	WJZ-TV	Al Paul Lefton Co.
Crusader Rabbitt	Carnation Co.	WNBQ	Erwin Wasey
Curiosity Club	Jewel Food Stores	WNBQ	Allied Enterprises
Custom Studio Theatre	Custom Upholstering	WAAM	AWL

D

Dance Party	Manchester Hosiery Mills	WNBK	Bahn Advertising Co.
Dancing School	I. G. A. (Independent Grocers Assn.)	WKY-TV	
Danger	Block Drug Co.	CBS-TV	Cecil & Presbrey, Inc.
Danny Williams	Participating	WKY-TV	
Darts for Dollars	Ward Baking Co.	WXEL	
Date With Judy, A	McKesson & Robbins Tartan, Yodora, Calox Tooth Powder, Vitamins	ABC-TV	J. D. Tarcher & Co.
Day-Time Shopper	Dey Bros. Dept. Store	WHEN	
Decorators Workshop	Sach's Quality Stores	WPIX	William Warren, Jackson & Delaney
Dick Dunkle Football	White Rock Beverage Co.	WLW-C	
Dick Dunkel's Football Ratings	Adam Hat Stores	WPIX	Ward Wheelock Adv.
Dinah Shore Show	Chevrolet Motor Div., General Motors Corp. Chevrolet Dealers	NBC-TV	Campbell-Ewald Co.
Dining Out With Dana	Canada Dry	WJZ-TV	J. M. Mathes Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dinner Winner	Ward Baking Co.	WXEL	
Dixie Showboat	Los Angeles Brewing Co.	KTLA	Warwick & Legler, Inc.
Dixie Showboat	Louis Milani Foods, Inc.	KTLA	Marketers, Inc.
Dizzy Dean Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	WABD	Biow Co.
Dr. Carlo, Magician	Kuehmans Potato Chips	WSPD-TV	
Dr. Fixum	Harvey Lumber Co.	WENR-TV	M. M. Fisher
Dollar Derby	American Stores, Inc.	WHEN	
Dollar Derby	Big Bear Stores	WLW-C	
Dollar Derby	UBC Groceries—Food Products	WAVE-TV	
Dollar Talks to Fans	Dollar Federal Savings & Loan	WLW-C	
Don Ameche's Musical Playhouse	Cluett, Peabody & Co., Inc. Arrow Shirts & Ties	ABC-TV	Young & Rubicam
Don Ameche's Musical Playhouse	Packard Motor Co. Motor Cars & Trucks	ABC-TV	Young & Rubicam
Don Barksdale Sports Quiz	Archway Motors	WAAM	Dundon & Rosenbush
Don McNeil TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units	ABC-TV	Hutchins Adv. Agency
Dorsey Connors	Dean Milk Co.	WNBQ	Leo Burnett
Dorsey Connors	Fannie May Candy Co.	WNBQ	C. Wendel Muench & Co.
Dorsey Connors	First Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Dorsey Connors	Helene Curtiss Industries, Inc.	WNBQ	Gorden Best Co.
Dorsey Connors	Joanna Western Mills	WNBQ	George H. Hartman
Dorsey Connors	John M. Smyth & Co.	WNBQ	Herbert S. Laufman
Dorsey Connors	O'Connor & Goldberg	WNBQ	Dade B. Epstein
Dorsey Connors	Sawyer Biscuit Co.	WNBQ	George H. Hartman
Double "C" Canteen	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Double Thriller Movies	Maier Brewing Company	KTLA	Biow Co., Inc.
Double Thriller Movies	Taylor Motors	KTLA	Bishop & Associates
Down at Dulaney's	Dulaney Mfg. Co.	WKY-TV	Lowe Runkle
Down You Go	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC-TV	Cunningham & Walsh
Draw With Me	Arthur Brown & Bros., Inc.	WNBQ	Huber Hoge & Sons

Dugout Dope	Bennett Distributors for Philco	WLW-C	
Dugout Interviews	Watkins Furniture Co.	WXEL	
DuMont News	A. C. Harrison Co. Preen	WABD	Calkins & Holden, Carloch, McClinton & Smith

E

Eastside Kids Film	Big Four Appliance Dealers	KTLA	Irwin Company, Inc.
East Side-West Side	Pastene Products	WPIX	J. Franklin Viola
Ed Hayes Sports	Vitamin Corp. of America	WJBK-TV	
Eddie Mann Trio	United Moving & Storage	WLW-C	
Electric Theatre	Detroit Edison	WXY-TV	Campbell-Ewald Adv.
11:00 P.M. News	Friden Calculator Machine Co.	WNBW	J. Walter Thompson Co.
11:00 P.M. News	Jandel Furs, Inc.	WNBW	Robert J. Enders, Inc.
11:00 P.M. News	Mazor Furniture Co.	WNBW	Kronstadt Advertising Agency
11:00 P.M. News	Occidental Restaurant	WNBW	Robert J. Enders, Inc.
11:00 P.M. News	Perpetual Building Assn.	WNBW	Kal, Ehrlich & Merrick, Inc.
11:00 P.M. News	Young Men's Shop	WNBW	Kronstadt Advertising
Elmer Peterson and the News	Carnation, Mpls. Honeywell	KNBH	Erwin, Wasey & Co., Inc.
Eloise Salutes the Stars	Doeskin Products Doeskin Tissues	DuMont	Federal Advertising
Eloise Salutes the Stars	Doeskin	WXEL	
Eloise Salutes the Stars	Doeskin Tissues	WPIX	Federal Advertising
Enchanted Well	MacLevy Dance Studio System	WJZ-TV	Associated Adv. Service
Eva Gabor Show	Gaylord Products	WJZ-TV	Herschel Z. Deutsch Agency

F

Fairmeadow, U. S. A.	Johns-Manville Corp. Building Materials & Industrial Products	NBC-TV	J. Walter Thompson
Fairmont Sat. Movie Matinee	Fairmont Foods Co. Frozen Foods, etc.	KMTV	Buchanan-Thomas
Faith Baldwin Theatre of Romance	Maiden Form Brassiere Co. Maiden Form Brassiere	ABC-TV	Wm. H. Weintraub & Co.
Faith for Today	Voice of Prophecy, Inc. Institutional	ABC-TV	Western Advertising Agency, Inc.
Family Film Theatre	Royal Crest	WPIX	Product Service, Adv.
Family Showtime	Sears Roebuck & Co.	WENR-TV	J. Walter Thompson
Family Theatre	Bonded Oil	WLW-C	
Family Theatre	Burger Brewing Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Family Theatre	Hazel Bishop Lipstick	WLW-C	
Famous Jury Trials	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Famous Jury Trials	National Distillers Corp. Italian-Swiss Colony Wines	DuMont	Honig, Cooper
Fantastick Studios, Ink	Penick & Ford, Ltd., Inc.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Farm Reporter	Participating	WKY-TV	
Fashions in Your Home	Participating	WAVE-TV	
Fashions in Your Life	Participating	WAVE-TV	
Fay Ann Show	Ozmun & Co.	WKY-TV	George Knox
Faye Emerson Show	Pepsi-Cola Co.	KECA-TV	Biow Co.
Faye Emerson's Wonderful	Pepsi-Cola Co.	CBS-TV	Biow Co.
Faygo Comedy Time	Faygo Beverages	WXYZ-TV	W. B. Doner & Co.
Feature Film	Busch's Kredit Jewelers	WABD	Dorland, Inc.
Feature Film	Frost Refrigerators	WABD	Getschal & Richards, Inc.
Feature Film	Sachs Quality Stores Furniture	WABD	Dorland
Feature Story	General Electric	KNBH	Ross, Gardner and White
Features for Women	Philadelphia Inquirer	WFIL-TV	Direct
Final Edition	Benson & Hedges	KTLA	Kudner Agency
Fire Fighters	Internation Show	WLW-C	
Fireside Theatre	Procter & Gamble Co.	KTLA	Compton Adv.
Fireside Theatre	Procter & Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv.
First Hundred Years	Procter & Gamble Co. Tide Products	CBS-TV	Benton & Bowles
Flash Gordon	Gordon Bread Company	KTLA	Mayers Co., Inc.
Flash Gordon	Variety Club Beverages	WSPD-TV	
Flavor to Taste	Participating	WAVE-TV	
Flip the Frog	Chicago Seven-Up	WENR-TV	Guenther-Bradford
Florascope	August Wagner Brewing Co.	WBNS-TV	Byer & Bowman Agency
Flying Tigers	Walter H. Johnson Candy Co. Powerhouse Candy	DuMont	Franklin Bruck
Foodini the Great	Bristol Myers Co. Ipana Tooth Paste	ABC-TV	Doherty, Clifford & Shenfield, Inc.
Foodini the Great	Sundial Shoe Co. Shoes	ABC-TV	Hoag & Provandie

Foods for Thought	Participating	KNBH	
Football Fax	Jax Brewing Co.	WKY-TV	Fitzgerald Advertising
Football—College Games Highlites	Thom McCan Shoes	WENR-TV	Neff Rogow
Football—College Games Highlites	Thom McCan Shoes	WPIX	Neff-Rogow Adv.
Football College Highlights	Thom McCan Shoes	WXEL	
Football Highlights	Westinghouse Distributor	WSPD-TV	
Football Review	Andrew Murphy & Son Cars	KMTV	Bozell & Jacobs
Football Roundup	Wood-Nesbitt Chrysler-Plymouth	WBNS-TV	
Ford Festival	Ford Motor Co. Automobiles, Trucks, Parts & Service	NBC-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WAAM	J. Walter Thompson
Foreign Intrigue	Drewry's Limited	WJBK-TV	
Foreign Intrigue	P. Ballantine & Sons Ale & Beer	WNBW	J. Walter Thompson
Foreman Phillips Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Four O'Clock Frolic	Maison Blanche	WSDU-TV	Fitzgerald Adv. Agency
Four Star Review	Motorola, Inc. Radios, TV Sets	NBC-TV	Ruthrauff & Ryan
Four Star Review	Norge Div., Borg-Warner Home Appliances	NBC-TV	J. Walter Thompson
Four Star Review	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advertising Agency
Frank Sinatra Show	EKCO Products	CBS-TV	Earle Ludgin
Fred Waring Show	General Electric	CBS-TV	Young & Rubicam
Freddy Martin Show	Hazel Bishop, Inc. Lipstick	NBC-TV	Raymond Spector Co.
Friendly Theatre	State Sample	WJBK-TV	
Front Line Camera	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Front Page Detective	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Front Page Detective	Feld Motor Co. Motor Cars	WDAF-TV	Merritt Owens Adv. Co.
Front Page Detective	Guild Wine	WENR-TV	Guild Bascom & Bon Figli
Front Page Detective	Guild Wine	WXEL	
Front Page Detective	Wine Growers Guild Guild Wine	WABD	Guild Bascom & Bon Figli

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Front Page News	Burkhardt Brewing Co.	WNBK	Fuller & Smith & Ross
Frosty Frolics	American Vitamin Associates, Inc. Thyvals, Orvita & 621	ABC-TV	Schwimmer & Scott, Inc.
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	

G

Gabby Hayes Show	Peter Paul, Inc. Candy	NBC-TV	Maxon, Inc.
Gabby Hayes Show	Quaker Oat Co. Cereals, Pancake and Cake Mixes	NBC-TV	Sherman & Marquette
Garroway At Large	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Garry Moore Show	Corn Products	CBS-TV	C. L. Miller Co.
Garry Moore Show	E. I. Du Pont	CBS-TV	Batton, Barton, Durstine & Osborn, Inc.
Garry Moore Show	General Electric	CBS-TV	Young & Rubicam
Garry Moore Show	Procter & Gamble	CBS-TV	Compton Adv. Agency
Garry Moore	Quaker Oats	CBS-TV	Price, Robinson & Frank
Garry Moore Show	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Garry Moore Show	Stokely-Van Camp, Inc.	CBS-TV	Calkins & Holden, Carlock, McCinton & Smith
Gayelord Hauser Show	Minute Maid Corp. Frozen Orange Juice & Frozen Lemon Juice	ABC-TV	Ted Bates & Co.
Gem Theater	Max's Jewelers	WJBK-TV	
Gene Autry	Brach Candy	WLW-C	
Gene Autry	Brach Candy	WAVE-TV	
Gene Autry	Metropolitan Dealers Assn.	KECA-TV	W. Gregory, Inc.
Gene Autry	Wrigleys	CBS-TV	Ruthrauff & Ryan
Gene Autry Show	Crescent Electric Co.	WHBF-TV	
Gene Norman Show	Toni Home Permanent—Participating	KNBH	Foote, Cone & Belding
Giant Movie No. 2	White Rock Company	KTLA	Davis & Company
Giant Movie No. 3	Hoffman Motor Company	KTLA	Davis & Company
Giant Movie No. 3	Payne Furnace Company	KTLA	Hixson & Jorgensen
Giant Movie No. 4	International Harvester	KTLA	Noble Advertising Co.
Gismo Goodkin Theatre	Grapette-General Beverage Co.	WKY-TV	Henri, Hurst & McDonald
Give and Take	Cannon Mills, Inc.	CBS-TV	Young & Rubicam, Inc.
Going Places With Betty Betz	Edgewood Shoe Co. Friendly Teen Shoes	ABC-TV	Anderson, Davis & Platte, Inc.

Grand Marquee	Hauser Nash Sales, Inc.	WNBQ	Guenther-Bradford
Greatest Fights of the Century	Chesebrough Mfg. Co.	WSM-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	KTLA	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co. Vaseline Cream Hair Tonic	NBC-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co. Vasoline Hair Tonic	WAVE-TV	Cayton, Inc.
Groucho Marx—You Bet Your Life	DeSoto Div., Chrysler Corp. Automobiles	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
Gruen Guild Theatre	Gruen Watch Co. Wrist & Pocket Watches	ABC-TV	McCann-Erickson, Inc.
Gruen Theatre	Gruen Watches	DuMont	McCann-Erickson, Inc.
Guest Room	Participating	WKY-TV	

H

Hail the Champ	American Vitamin	WLW-C	
Hail the Champ	Fred W. Amend Co. Chuckles	ABC-TV	Henri, Hurst & McDonald, Inc.
Half Pint Party	Sam Smith Shoe Co. Little Yankee Shoes	ABC-TV	Dancer-Fitzgerald-Sample
Hands of Destiny	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Hands of Destiny	Wiss Shears	WABD	Ellington & Co.
Hands of Mystery	Bond Clothes	DuMont	Grey Advertishing
Happiness Exchange	White Rock Sparkling	WABD	Kenyon & Eckhardt
Happy Valley Folks	Hays Super Market	WTTV	
Harmony for Happiness	Brain Stationery & Sporting Goods Co.	KMTV	Anderson & Roll
Harry Owens	Servel, Inc.	KTLA	Batton, Barron, Durstine & Osborn, Inc.
Harry Owens	United Air Lines	KTLA	N. W. Ayer & Son
Hawkins Falls	Lever Bros. Surf	NBC-TV	N. W. Ayer & Son
Hayride	Hoffman Radio Corp Radios & TV Sets	WOAI-TV	Walter McCreery
Headline Clues	Tidewater Associated Oil Co. Tydol	DuMont	Lennen & Mitchell, Inc.
Healthy, Wealthy & Wise	Honey Kurst Bread	WAVE-TV	Doe-Anderson
Heart of America Newsreel	Home Federal Savings & Loan Assn.	WDAF-TV	Merritt Owens Adv. Co.
Heart of America Newsreel	Parkview Drug Stores Drugs, etc.	WDAF-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Henry Morgan Show	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
Herb Shriner Time	Cluett, Peabody & Co. Arrow Shirts & Ties	ABC-TV	Young & Rubicam Co., Inc.
H. Greer's Fashion Time	Raichert Sewing Machine	KECA-TV	W. B. Geissinger
Higgins Weatherman	Higgins Corporation	WDSU-TV	Fitgerald Advertising Agency
Hit the Road	Hudepohl Beer	WLW-C	
Hobby Lane	Dairymen's Ohio Farmers Milk Co.	WXEL	
Hockey	Graybar Electric Co. Appliances	KMTV	
Hoffman Hayride	Hoffman Radio Corp.	WKY-TV	Walter McCreery, Inc.
Hollywood Film Favorites	Consolidated Royal Chemical	WLW-C	
Hollywood Jewels	Lord Jewelers	WXYZ-TV	Luckoff, Wayburn & Frank
Hollywood Junior Circus	Hollywood Candy Co. Hollywood Candy Bars	ABC-TV	Ruthrauff & Ryan, Inc.
Hollywood Junior Circus	Hollywood Candy Co. Candy	NBC-TV	Ruthrauff & Ryan, Inc.
Hollywood Newsreel	Meyer Jewelry Co.	WJBK-TV	
Hollywood on the Line	Industrial Bank	WXYZ-TV	Stockwell-Marcuse
Hollywood on the Line	Kobacker Furniture	WSPD-TV	
Hollywood Opportunity	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Hollywood Opportunity	White Rock Co.	KTLA	Kenyon & Eckhardt, Inc.
Hollywood Playhouse	Helzberg Jewelry Stores Jewelry	WDAF-TV	Schwimmer & Scott, Inc.
Hollywood Reel	Pacific Wine Company	KTLA	Calkins & Holden, Carlock, McClinton & Smith
Hollywood Screen Test	Ironite Ironers Corp. Ironing Machines	ABC-TV	Brooke, Smith, French & Dorrance
Hollywood Spotlight Revue	Crown Jewelers	WSAZ-TV	Friedmann & Rich
Hollywood Theatre Time	Harry Green, Inc.	KECA-TV	Arthur V. Jones
Hollywood Wrestling	Graybar Electric Co. Appliances	KMTV	
Home Theatre	General Electric	WJBK-TV	
Homemaker's HobNob	Participation	WBNS-TV	
Hopalong Cassidy	Beatrice Foods	WNBQ	
Hopalong Cassidy	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Hopalong Cassidy	Langendorf United Bakeries, Inc.	KTLA	Scholts Advertising Service

Hopalong Cassidy	Stewarts Dry Goods Co.	WAVE-TV	
Hospitality Kitchen	Seattle Post-Intelligencer	KING-TV	
Hotpoint House of the 50's	Graybar Electric Co. Appliances	KMTV	
Hot Rod Races	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Hour of Adventure	Murphy Motors	KECA-TV	C. N. Stahl
Hour of Decision	Bill Graham Evangelistic Assn., Inc. Institutional	ABC-TV	Walter F. Bennett & Co.
House Hunting	Housemart	WXEL	
House Party	Pillsbury Mills, Inc.	CBS-TV	Leo Burnett Co.
Housewares Fair	Brandeis Dept. Store	KMTV	Bozell & Jacobs
Howdy Doody	Colgate-Palmolive-Peet Co. Colgate Dental Cream	NBC-TV	Ted Bates & Co.
Howdy Doody	Kellogg Co. Rice Crispies, Cereals	NBC-TV	Leo Burnett Co.
Howdy Doody	Mars, Inc. Candy	NBC-TV	Leo Burnett Co.
Howdy Doody	International Shoe Co. Shoes	NBC-TV	Henri, Hurst & McDonald, Inc.
Howdy Doody	The Wander Co. Ovaltine	NBC-TV	Grant Adv.
Howdy Doody	Welch Grape Juice Co. Grape Juice	NBC-TV	Doherty, Clifford & Shenfield

I

I Cover Times Square	Seeman Bros. Air Wick	ABC-TV	Wm. H. Weintraub & Co., Inc.
I Love Lucy	Philip Morris & Co.	CBS-TV	Biow Co.
Ina Ray Hutton	Altes Brewing Co.	KTLA	Ross Roy, Inc.
Ina Ray Hutton	American Vitamin Company	KTLA	Milton Weinberg Adv. Co.
It's Delicious	Sego Milk Canned Milk	KSL-TV	Gillham Adv. Agency
It's Your Life	Medical Arts Pharmacy	WJBK-TV	

J

Jack Benny Show	American Tobacco Co.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Jack Carter Show	Bymart, Inc. Tintair	NBC-TV	Cecil Presbrey
Jack Carter Show	Eversharp, Inc. Pens, Pencils, Razors	NBC-TV	The Biow Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Jack Carter Show	Lehn & Fink Products Co. Hinds Honey & Almond Cream, Lysol Disinfectant	NBC-TV	Lennen & Mitchell
Jack Carter Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Jack Eigen Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jackson & Perkins Show	Jackson & Perkins Mt. Rainier Bulbs	WABD	Huber Hoge
Jamboree	Columbus General Electric Dealers	WBNS-TV	
Jane Hall Trio	Dulaney's Mfg. Co.	WKY-TV	Lowe Runkle
Jean's Kitchen Fair	Participation	WBNS-TV	
Jerry Colonna Show	Goebel Brewing Co.	KECA-TV	Brooke, Smith, French & Dorrance
Jessie DeBoth TV Notebook	Beatrice Foods La Choy Food Products	ABC-TV	Foote, Cone & Belding
Jessie DeBoth TV Notebook	Clorax Chemical Co. Clorax Bleach	ABC-TV	Honig-Cooper Co.
Jessie DeBoth TV Notebook	Crosley Div. Television Sets, Radios, Phonographs, Freezers	ABC-TV	Benton & Bowles, Inc.
Jim Crowley Show	Onondaga County Savings Bank	WHEN	
Jim Crowley Show	Wilson's Leading Jewelers	WHEN	
Jimmy Dudley Sports Page	Paterson & Jackson Motors Used Cars	WABD	Moss Associates
John Daly News	Pontiac Dealers	WJZ-TV	McManus, John & Adams Agency
John Kieran	Safeway Stores	WKY-TV	
John Keiran's Kaleidoscope	First Security Bank	KSL-TV	Francom Adv. Agency
John Keiran's Kaleidoscope	Rogers & Co.	WLW-C	
Jon Gnagy Art Show	Lewis Bros.	WJBK-TV	
Joyce Mathews Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jungle Adventure	General Electric Appliances	KTLA	Mays & Company
Junior Charades	Carvel Dari-Freeze	WPIX	Mann-Ellis Adv.
Juvenile Jury	Minnesota Mining & Mfg. Co. Scotch Cellophane Tape	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.

K

Kaiser Frazer Theatre	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Kate Smith Evening Hour	B. T. Babbitt, Inc. Bab-O Cleanser	NBC-TV	Wm. H. Weintraub & Co.

Kate Smith Evening Hour	**Congoleum-Nairn, Inc.** Floor & Wall Covering	NBC-TV	McCann-Erickson
Kate Smith Evening Hour	**Norge Div.—Borg-Warner Corp.** Home Appliances	NBC-TV	J. Walter Thompson
Kate Smith Evening Hour	**Revlon Products Corp.** Nail Enamel & Lipstick	NBC-TV	Wm. H. Weintraub
Kate Smith Evening Hour	**Reynolds Metals Co.** Aluminum & Aluminum Products	NBC-TV	Buchanan & Co.
Kate Smith Show	**American Home Products Corp.** Aerowax, Duff's Mixes, Clapp's Baby Foods	NBC-TV	W. Earl Bathwell, Inc.
Kate Smith Show	**Andrew Jergens Co.** Hand Lotion	NBC-TV	R. W. Orr & Associates
Kate Smith Show	**Cannon Mills, Inc.** Sheets, Towels, Hosiery	NBC-TV	N. W. Ayer & Son
Kate Smith Show	**Chesebrough Mfg. Co.** Vaseline Hair Tonic	NBC-TV	McCann-Erickson
Kate Smith Show	**Durkee Famous Foods, Inc.** Foods	NBC	Leo Burnett Co.
Kate Smith Show	**Gerber Products Co.** Baby Foods	NBC-TV	Federal Adv. Agency
Kate Smith Show	**Glidden Co.** Paints	NBC-TV	Meldrum & Fewsmith
Kate Smith Show	**Hunt Foods, Inc.** Foods	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	**Johnson & Johnson** Surgical Dressings & Baby Products	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	**Knomark Mfg. Co.** Esquire Boot Polish	NBC-TV	Emil Mogul Co.
Kate Smith Show	**Minute Maid Corp.** Orange Juice	NBC-TV	Ted Bates & Co.
Kate Smith Show	**Pillsbury Mills, Inc.** Food Products	NBC-TV	Leo Burnett Co.
Kate Smith Show	**Procter & Gamble Co.** Oxydol & Dreft	NBC-TV	Dancer-Fitzgerald-Sample
Kate Smith Show	**Singer Sewing Machine Co.** Sewing Machines	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	**Simmons Co.** Bedding	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	**The Simoniz Co.** Self-Polishing Simoniz	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Keep Posted	Curtis Publishing Co. Saturday Evening Post	DuMont	Batton, Barton, Durstine & Osborn, Inc.
Kelley-Moran Show	Participating	KNBH	
Ken Murray Show	Anheuser Busch	CBS-TV	D'Arcy Adv., Inc.
Ken Wright	Jenkins Music Co.	WKY-TV	
Kids & Company	International Shoe Co. Red Goose Shoes	DuMont	D'Arcy Adv., Inc.
Kieran's Kaleidoscope	Bonded Oil	WLW-C	
Kieran's Kaleidoscope	D. H. Holmes	WDSU-TV	
Kieran's Kaleidoscope	First National Bank	WAVE-TV	Griswold-Eschelmann
Kieran's Kaleidoscope	Wilson's Leading Jewelers G.E. Appliances	WHEN	Collican Agency
King's Camera	Participating	KING-TV	Participating
King's Community Workshop	Sustaining	KING-TV	
King's Crossroads	Citizens Fidelity Bank	WAVE-TV	Mulligan
King's Queen	Participating	KING-TV	Participating
Kit Carson	Coca-Cola Bottling Co.	WBAP-TV	McBride-Holmes
Kit Carson	Coca Cola of La.	WDSU-TV	Wisdom Agency
Kit Carson	Coca Cola Co.	WENR-TV	D'Arcy
Kit Carson	Coca Cala	WJBK-TV	
Kit Carson	S. A. Coca Cola Bottling Co.	WOAI-TV	By Station
Kit Carson	Coca Cola Bottling Co.	WSM-TV	
Kit Carson	Coca Cola Distributor	WSPD-TV	
Kitchen Close-Ups	Participating	WKY-TV	
Kitchen Kapers	Bramwell's Super Market	WSM-TV	
Komedy Klub	Participating	KNBH	
Korla Pandit	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Kousin Kay	Red Goose Merry Go-Round Red Goose Shoes	WXEL	
Kraft Television Theatre	Kraft Foods Co. Cheeses	NBC-TV	J. Walter Thompson
Kreisler Bandstand	Jacques Kreisler Mfg. Corp. Watch Bands & Men's Jewelry	ABC-TV	Hirshon Garfield, Inc.
Kukla, Fran & Ollie	Ford Motor Div., Ford Motor Co. Automobiles, Trucks, Parts, Service	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	National Biscuit Co. Baked Goods, Cereal, Dog Food	NBC-TV	McCann-Erickson

Kukla, Fran & Ollie	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Kukla, Fran & Ollie	Radio Corp. of America Radios, TV Sets, Records & Players	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Sealtest, Inc. Ice Cream	NBC-TV	N. W. Ayer
Kukla, Fran & Ollie	Time, Inc. Life Magazine	NBC-TV	Young & Rubicam Co., Inc.

L

Ladies Before Gentlemen	Crosley Corp.	WABD	Getschal & Richard
Ladies Before Gentlemen	Friendly Frost Stores	WABD	Getschal & Richard
Lamp Unto My Feet		CBS-TV	
Langford-Ameche Show	Cliquot Club Co. Ginger Ale & Soft Drinks	ABC-TV	Frank Weston Advertising
Langford-Ameche Show	Cory Corp. Coffee Brewers, etc.	ABC-TV	Dancer-Fitzgerald-Sample
Langford-Ameche Show	Dupont DeNemours Co. Orlon Curtains	ABC-TV	Batton, Barton, Durstine & Osborn, Inc.
Langford-Ameche Show	Warner-Hudnut, Inc. Richard Hudnut Products	ABC-TV	Kenyon & Eckhardt
Laraine Day Show	Northam Warren Corp. Cutex, Manicure Specialties, Odorono	ABC-TV	J. M. Mathes, Inc.
Latin Carnival	Zenith Products	WJZ-TV	Albert Black Associates
Laugh With the Ladies	Stokely-Van Camp	WLW-C	
Laurel & Hardy	Royal Baking Co.	KSL-TV	Gillham Advertising Agency
Lazy H. Ranch	Grayson's Department Store	WAAM	
Leave It to Lloyd	Kroger Stores	WSPD-TV	
Leave It to Papa	Torino Brand Foods	WPIX	Carlo Vinti Agency
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	McCann-Erickson
Lee Hogan Presents	Participating	KNBH	
Leif Eid—News	Beal Motors Dodge, Plymouth Dealer	WNBW	Cohen-Miller Advertising
Leo Carillo Dude Ranch	American Vitamin	WLW-C	
Let's Go Shopping	Leonard's Department Store	WBAP-TV	Direct
Let's Look at Sports	Benson & Rixon Co.	WNBQ	Dade B. Epstein
Let's Look at Sports	Gard Industries, Inc.	WNBQ	Henri, Hurst & McDonald
Let's Look at Sports	General Cigar Company	WNBQ	Federal Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Look at Sports	Lucky Tiger Manufacturing Co.	WNBQ	Grant Advertising, Inc.
Let's Look at Sports	Mallernee's, McEwen Laundry	WSM-TV	
Life Begins at 80	Arnold Bakeries Bread, Rolls, Cakes	ABC-TV	Benton & Bowles, Inc.
Life With Linkletter	Green Giant Co. Niblets & Peas	ABC-TV	Leo Burnett Co.
Lifetime Theatre	Dye Home Improvements	WJBK-TV	
Lights Out	Admiral Corp. TV & Radio Sets, Refrigerators, Ranges	NBC-TV	Erwin Wasey & Co.
Linton TV Glee Club	Linton's Restaurants	WFIL-TV	Lamb & Keen, Inc.
Let's Have Fun at the Zoo	Lit Brothers	WFIL-TV	Al Paul Lefton Co., Inc.
Live It Again	Continental Baking	WLW-C	
Live It Again	Red Top Brewing	WLW-C	
Live Like a Millionaire	Grove Laboratories	CBS-TV	Gardner Adv. Co.
Live Wrestling	Grant's Home & Hardware Co.	WOAI-TV	By Station
Live Wrestling	South Texas Appliance Co. Admiral Appl.	WOAI-TV	Bernard M. Brooks
Local News	Lofgren Motorola Co.	WHBF-TV	
Lola & Circle Star Ranch Boys	Participating Sponsorship	WSPD-TV	
Lone Ranger, The	American Bakeries Bread & Bakery Products	ABC-TV	Tucker Wayne Co.
Lone Ranger, The	General Mills, Inc. Bisquick, Mixes	ABC-TV	Dancer-Fitzgerald-Sample
Lone Ranger, The	General Mills	WNBK	Dancer-Fitzgerald-Sample
Look to Lazarus	F. & R. Lazarus Dept. Store	WBNS-TV	
Looking With Long	Ohio Fuel Gas Co.	WBNS-TV	Byer & Bowman Agency
Lorraine Cugat Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Lorraine Cugat Show	Vitamin Corp. of America	WENR-TV	H. B. Cohen
Love of Life	American Home Products	ABC	Biow Co.
Lux Video Theatre	Lever Bros. Lux Soap	CBS-TV	J. Walter Thompson

M

Madison Square Garden	Onondage County Savings Bank	WHEN	
Madison Square Garden	Sidles Co. Appliances	KMTV	Anderson & Roll
Maida's Kitchen	Tri-State Appliance	WSAZ-TV	Direct

Mainline Theatre	Mainline Distributor	WNBK	
Make It and Take It	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Agency
Mama	General Foods	CBS-TV	Benton & Bowles
Man About Music	Rabson's Stores	WABD	Lester Loeb
Man About Town	Erin Brew	WXEL	
Man Against Crime	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Man of the Week	CBS-TV		
Man's Best Friend	Kendall Foods, Inc.	KTLA	Kan B. Miner Co.
Man's Best Friend	Dr. Ross Company	KTLA	Rockett-Lauritzen
March of Time	Citizen's Fidelity Bank	WAVE-TV	Mulligan
March of Time	Citizen's National Trust	KECA-TV	Hixson-Jorgensen
March of Time	Detroit Bank	WXYZ-TV	Grant Adv.
Margaret Arlen	Participating	CBS-TV	
Martin Kane, Private Eye	United States Tobacco Co. Model, Old Briar, Dill's Best	NBC-TV	Kudner Agency, Inc.
Mary McAdoo at Home	Security First National Bank	KECA-TV	Foote, Cone & Belding
Master Showroom	Sidles Co. Appliances	KMTV	
Matinee Playhouse	Oscar Mayer & Co.	WNBQ	Sherman & Marquette
Matinee Theatre	Snowcrop	WLW-C	
Meet Corliss Archer		CBS-TV	
Meet the Press	Revere Copper & Brass, Inc. Copper, Brass, Steel Products	NBC-TV	St. Georges & Keyes
Meet Your Children	Mode O'Day Corp.	KECA-TV	Caples Co.
Meet Your Community	New York Store General Merchandise	WHBF-TV	
Meetin' Time at Moores	Moores Stores	WLW-C	
Mel Torme	CBS-TV		
Melody Man	Schiff Shoes	WLW-C	
Melody Time	Zephyr Ventilated Awning Co. Permanent Awnings	WDAF-TV	Merritt Owens Adv. Co.
Melody Showcase	Crosley Corp.	WLW-C	
Michigan Outdoors	Altes Brewing	WSPD-TV	
Midnight Revue	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Midwestern Hayride	Bavarian Brewing Co.	WLW-C	
Mike and Buff	CBS-TV		
Miniature Theatre	Dr. Beauchamp Dentist	KTLA	Chas. Stahl Adv. Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Miss Susan	Colgate-Palmolive-Peet Co. Fab	NBC-TV	Wm. Esty Co.
Miracle Power	AP Parts	WNBK	Clark & Rickerd
Mr. District Attorney	Bristol Myers Co. Drugs & Sundry Products	ABC-TV	Young & Rubicam Co., Inc.
Mr. I. Magination		CBS-TV	
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs & Carpets	NBC-TV	Geo. R. Nelson, Inc.
Money In Action	Merrill Turben & Co.	WXEL	
Monroe County Ramblers	Livingstons Super Market	WTTV	
Monty Margetts	Participating	KNBH	
Moonlight Movie Time	Lee Pharmacal Co.	KECA-TV	M. Weinberg
Morgan Beatty & the News	Cherner Motor Co. Ford, Lincoln & Mercury Dealer	WNBW	Kal, Ehrlich & Merrick, Inc.
Morgan Beatty & the News	Chr. Heurich Brewing Co. Old Georgetown Beer	WNBW	Henry J. Kaufman & Associates
Most Important People	Gerber Food Products Gerber's Baby Foods	DuMont	Federal Advertising
Motion Picture Academy	Rose Jewelers	WJBK-TV	
Motion Picture Classics	Stag Beer	WKY-TV	Maxon, Inc.
Movie Classics	Chrysler Dealers	KTLA	Chas. Stahl Adv. Agency
Movie Classics	Ford Motor Company	KTLA	Chas. Stahl Adv. Agency
Movie Party	Twin Pines Dairy	WJBK-TV	
Movies for Kids	International Shoe Co.	WSM-TV	Henri, Hurst & McDonald
Movies for Kids	Red Goose Shoes	WJBK-TV	
Movietime	First American National Bank	WSM-TV	C. P. Clark & Co.
Movietone News	Hudson Motor Co.	WXYZ-TV	Brooke, Smith, French & Dorrance Adv.
Movietown	Rexall Drug Company	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Mummers Parade	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Music City, U.S.A.	Happy Day Laundry Service	WSM-TV	Noble-Dury & Associates
Music for You	Reeve Paint Co. Wallpaper & Paint	WHEN	Osborn-Propst
Musical Manor	Ohio Radiant Glass Heat Co.	WXEL	
Musical Motor Mart	Markel Motors Cars	KMTV	Anderson & Roll
My Friend Irma	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia	ABC-TV	Dancer-Fitzgerald-Sample

Name the Star	Hudson Dealers Association	WFIL-TV	Ed Shapiro Advertising
Name the Star	Regina Cigar Company	WFIL-TV	Gresh & Kramer
Name's the Same, The	Bendix Home Appliances Washers, Dryers, etc.	ABC-TV	Tatham Laird, Inc.
Name's the Same, The	C. A. Swanson & Sons Canned & Frozen Poultry	ABC-TV	Tatham Laird, Inc.
Nash Theatre Hour	Nash Dealers	WXYZ-TV	Geyer, Newell & Ganger Adv.
Nature Trails	Dr. Kenaga Optometrist	WSPD-TV	
NBC Sports Review	Union Co.	WLW-C	
NBC Weekly Newsreel	General Electric Supply	WNBK	Lang, Fisher & Stashower
NCAA Football	Westinghouse Electric Corp. Electrical Appliances	NBC-TV	Ketchum, MacLeod & Grove
Neighborhood Theatre	Specialties Distributor	WJBK-TV	
New Orleans Cookbook	Participating	WDSU-TV	
New York Close-ups	Curtis Publishing Co.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
News	Cadillac Tank Plant	WXEL	
News	Fehrs Beer	WAVE-TV	McCann-Erickson
News	Rock Island Argus Newspaper	WHBF-TV	
News	Rock Island Bank & Trust	WHBF-TV	
News and Sports Roundup	DeSoto-Plymouth Dealers	WAAM	Batten, Barton, Durstine & Osborn, Inc.
News Final	Haltom's Jewelers	WBAP-TV	T. L. Yates Adv.
News Headlines	Diamond Milk Co.	WLW-C	
News of the Night	Chevrolet Cars and Trucks	CBS-TV	Campbell-Ewald Co., Inc.
News of the Night	Chevrolet Dealers Associates, Inc.	CBS-TV	
News Program	Hanna Print Co.	WLW-C	
News Program	Tums	WLW-C	
News Room	Central State Bank	WKY-TV	
Newsdesk	Ormsby Chevrolet Co.	WOAI-TV	Thomas F. Conroy
Newsdesk	Sears Roebuck & Co.	WOAI-TV	By Station
Newspaper of the Air	Miles Laboratory	KNBH	Jeffrey Wade
Night Owl Varieties	Rexall Drug Company	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Nightcap News	Brewing Corp. of America	WJZ-TV	Benton & Bowles Agency
Nighthawk Movies	Metropolitan Utilities Dist.	KMTV	Bozell & Jacobs
Nocturne	Harbour-Longmire	WKY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Nord Playhouse	R. C. Cola	WDSU-TV	Whitlock-Swigert Agency
Norman Ross' Varieties	Sears Roebuck & Co.	WNBQ	Guenther Bradford
O			
Ohio National Bank Theatre	Ohio National Bank	WBNS-TV	
Okay Mother	Sterling Drug Co. Drugs	DuMont	Dancer-Fitzgerald-Sample, Inc.
Old American Barn Dance	American Snuff Co.	WSM-TV	Simon & Gwynn
Old Colony Adventure Theatre	Orange Crush	WENR-TV	Fitzmorris & Miller
Old Fashioned Meeting	Gospel Broadcasting Assn. Institutional	ABC-TV	R. H. Alber
Omaha Fashion Corner	Berg Clothing Co.	KMTV	Anderson & Roll
Omaha Fashion Corner	The Aquila	KMTV	
On Stage	Participating	WKY-TV	
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC-TV	Bozell & Jacobs, Inc.
One Man's Family	Manhattan Soap Co. Sweetheart Soap, Blu-White Flakes	NBC-TV	Scheidler, Beck & Werner, Inc.
One Man's Family	Miles Laboratories, Inc. Vitamins & Alka Seltzer	NBC-TV	Geoffrey Wade Adv.
Opera Cameos	Progresso Brand Foods	WPIX	Carlo Vinti Agency
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	NBC-TV	Lennen & Mitchell
OSU Football Films	Borden Co.	WBNS-TV	
OSU Football Films	Pure Oil Co.	WBNS-TV	
P			
Pacific Coast League Baseball	Ford Dealers	KING-TV	J. Walter Thompson Agency
Pacific Coast League Baseball	P. Lorillard Old Gold Cigarettes	KING-TV	Lennen & Mitchell Agency
Page One News & Sports	Corina—Cigars	WENR-TV	Guenther-Bradford
Page One News & Sports	Jose Escalante	KECA-TV	Guenther-Bradford
P.A.L. Fights	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Panorama Shop	Carson Pirie Scott & Co.	WNBQ	Guenther Bradford
Parade of Homes	Manhard Realty, Knueppel & Co., Deporter Agency	WHBF-TV	
Paradox	College Inn Foods	WJBK-TV	
Party Line	Everybody's Department Store	WBAP-TV	Direct

Party Line	Federal Department Stores	WJBK-TV	
Party Sweet Roundup	Cherrin-Bros. Candy	WXYZ-TV	W. B. Doner & Co.
Paul Dixon Show	Jene Sales Corp. Jene Home Permanents & Pink Love Lotion	ABC-TV	Sherwin Robert Rodgers
Paul Harvey News	Burton-Dixie Corp. Mattresses	WENR-TV	Turner
Paul Pierce	Participating	KNBH	
Paul Whiteman Goodyear Revue	Goodyear Tire & Rubber Co. Tires & Tubes	ABC-TV	Young & Rubicam Co., Inc.
Paul Whiteman TV Teen Club	American Dairy Assn. Milk	ABC-TV	Campbell Mithum, Inc.
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. Nash Automobiles, Kelvinator Electric Products	ABC-TV	Geyer, Newell & Ganger, Inc.
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. Electrical Appliances	NBC-TV	Benton & Bowles
Paul Winchell-Jerry Mahoney Show	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Pee Wee King Show	Taylor Drug Stores	WAVE-TV	
Peggy Wilson, Shopper	Joske's of Texas Dept. Store	WOAI-TV	Pitluk Advertising Co.
Penny Auction	Paramount Radio Shop Appliances	KMTV	Allen & Reynolds
Penthouse Party	Best Foods, Inc. Shinola Shoe Polish, Rit Tint Dyes	ABC-TV	Earle Ludgin & Co.
Peoples Playhouse	Peoples Drug Stores	WNBW	William D. Murdock Adv.
Perry Como Show	Liggett & Myers Tobacco	CBS-TV	Cunningham Walsh, Inc.
Person to Person	Pacific Tel. & Tel.	KNBH	Batten, Barton, Durstine & Osborn, Inc.
Personality Parade	Johnson Creamery	WTTV	
Planning for Tomorrow	Riggs-Warfield-Roloson	WAAM	Hanrihan
Play Time	Fred Astaire Studios	WAAM	
Polka Penthouse	Simms Bros. Furniture	WXEL	
Polka Revue	Krantz Brewery	WSPD-TV	
Polly Pickens	Pic 'n Pay Stores	WXEL	
Pop Handy	Beatrice Foods Co.	WKY-TV	
Pop the Question	Participating	WAVE-TV	
Postman Bill	New Model Laundry	KING-TV	Advertising Counselors
Premiere Playhouse	Kingsley Furs	WJBK-TV	
Prize Performance	MacLevy Salons	WPIX	Associated Artists Adv.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Pro-Football Games	Eagles Markets	WHBF-TV	
Pro Football Highlights	Drewrys Beer	WSPD-TV	
Pro-Football Hi-Lites	Sinclair Products	WHBF-TV	
Prudence Penny Cooks	Detroit Times	WJBK-TV	
Public Life of Cliff Norton	Procter & Gamble	WNBQ	H. W. Kaster & Sons
Public Prosecutor	American Vitamin	WLW-C	
Public Prosecutor	American Ace Coffee	WSM-TV	Simon & Gwynn
Public Prosecutor	Bartley Co. Grocery Dist.	WSPD-TV	
Public Prosecutor	Besingers-Furniture	WAVE-TV	
Public Prosecutor	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Public Prosecutor	Crawford Clothes	WABD	Al Paul Lefton Co., Inc.
Public Prosecutor	Weidermann Brewing Co.	WLW-C	
Pulitzer Prize Playhouse	Frigidaire Div. of General Motors	ABC-TV	Foote, Cone & Belding
Pulitzer Prize Playhouse	Schlitz Brewing Co. Beer	ABC-TV	Young & Rubicam Co., Inc.
Q			
Quarterback Club	Grove & Co. T.H. Maener Real Estate	KMTV	
Quarterback Club	TCU Pharmacy	WBAP-TV	McBride-Holmes
Queen for a Day	P. Lorillard Co.	KECA-TV	Lennen & Mitchell
Quiz Kids		CBS-TV	
Quiz Kids	Miles Laboratories, Inc. Vitamins & Alka Seltzer	NBC-TV	Geoffrey Wade Adv.
Quiz of Two Cities	Gunther Beer	WAAM	Biow Co.
R			
Racket Squad	Philip Morris	CBS-TV	Biow Co.
Radio-TV Critics	American Vitamin	WLW-C	
Rainier Ranch	Sick's Rainier Brewery	KING-TV	Western Agency
Ralston Roundup	Ralston Purina Co.	WLW-C	
Range Rider	Holsum Division C. J. Patterson, Inc	WDAF-TV	Allen Reynolds, Adv.
Range Rider	Illinois Meat Co.	WJBK-TV	

Range Rider	Stewarts Dry Goods Co.	WAVE-TV	
Range Rider Film	Peter Pan Bakery	WHBF-TV	
Ranger Joe	Ranger Joe, Inc.	CBS-TV	Lamb & Keen, Inc.
Ranger Joe	Ranger Joe, Inc. Ranger Joe Cereal	ABC-TV	Lamb & Keen, Inc.
Raving Beauty Doll Shop	Artisan	WXEL	
Raving Beauty Doll Shop	Artisan Novelty Shop	WAVE-TV	C. R. Grimalbi
RCA Victor Show	Radio Corp. of America Radio, TV Sets, Records & Players	NBC-TV	J. Walter Thompson Agency
Red Skelton Program	Procter & Gamble Co. Tide	NBC-TV	Benton & Bowles, Inc.
Remember When	H. G. Hill Stores	WDSU-TV	Fitzgerald Agency
Reisman's Magic Show	Reisman & Sons, Inc.	WFIL-TV	H. M. Dittman Adv., Inc.
Relaxin' With Jackson	Dulaney Mfg. Co.	WKY-TV	Lowe Runkle
Reserved for Drama	American Vitamin	WLW-C	
Reserved for Drama	Wholesale Beverlee Co.	WLW-C	
Reuben & Rachel	Participating	WAVE-TV	
Richard Hayes Show	Winston Radio & TV Radio and TV Sets	WABD	Sternfield-Godley, Inc.
Ring the Bell	Bedford Radio & Sales Service	WABD	Judson Advertising
Ringside	Buckeye Brewing	WSPD-TV	
Robin Chandler Show	Lydia O'Leary Spotstik	WABD	Huber Hoge & Sons
Rocky King, Detective	Clorets Chlorophyll Gum	DuMont	Dancer-Fitzgerald-Sample, Inc.
Rocky King, Detective	Emerson Drug Company Bromo Seltzer	DuMont	Batten, Barton, Durstine & Osborn, Inc.
Rocky King, Detective	Industrial Tape Corp. Texcel	DuMont	Kenyon & Eckhardt, Inc.
Robert Montgomery Presents Your Lucky Strike Theatre	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV	Batten, Barton, Durstine & Osborn, Inc.
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC-TV	Kastor, Farrell, Chesley & Clifford, Inc.
Roller Derby	Marlon Confections	CBS-TV	Zlowe Co.
Rolling Rhythm	Schmidt Pies	WXYZ-TV	Otto and Abbs Agency
Rosalie Show	Michigan Wineries	WJBK-TV	
Rossi Reports	Jackson M. Potter Real Estate	WHEN	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roundup Time	Pressel Sausage Co.	WXYZ-TV	W. B. Doner & Co.
Roving Camera	Sav-On Drugs	KTLA	
Roving Cameras	Gross Photo	WSPD-TV	
Roy Rogers Show	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Royal Brougham Show	Fahey-Brockman	KING-TV	MacWilkins, Cole & Weber Agency
Royal Crest Theatre	Royal Sales Co. Royal Crest Dinnerware	WABD	Product Services, Inc.
Royal Playhouse	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald
Royal Playhouse	Bank of America	KECA-TV	Chas. R. Stuart
Royal Playhouse	Falls City Beer	WAVE-TV	Prater
Royal Playhouse	Kroger	WSM-TV	Ralph H. Jones Co.
Royal Playhouse	Leonard's Dept. Store	WBAP-TV	Direct
Royal Playhouse	Oklahoma Gas & Electric Co.	WKY-TV	
Rumpus Room	California Fruit Growers Sunkist Oranges	WABD	Guild, Bascom & Bonfigli
Rumpus Room	Francis H. Leggett Co. Premier Foods	DuMont	Peck Advertising
Russ Hodges Sports Show	Sun Oil	WJZ-TV	Hewitt, Agilvy, Benson & Mathers Agency
Ruth Lyons 50 Club	Campana Sales Co. Ayds Vitamin Candy	NBC-TV	H. W. Kastor & Sons
Ruth Lyons 50 Club	Corn Products Refining Co. Mazola Salad Oil	NBC-TV	C. L. Miller Co.
Ruth Lyons 50 Club	G. F. Heublein & Bros. A-1 Sauce and Mustard	NBC-TV	Scheidler, Beck & Werner
Ruth Lyons 50 Club	Penick & Ford Ltd., Inc. My-T-Fine Desserts	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Rybutol Saturday Cinema	Vitamin Corp. of America	KECA-TV	M. Weinberg
S			
Safeway Theatre	Safeway Stores, Inc. Meats & Coffee	WNEW	J. Gordon Manchester Adv.
Sam Levenson Show	General Motors	CBS-TV	D. P. Brother Co.
Sammy Kaye Variety Show	Lambert Pharmacal Co. Listerine Toothpaste	CBS-TV	Lambert & Feasley, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising

Santa Claus	F. & R. Lazarus Dept. Store	WBNS-TV	
Saturday Matinee	American Motors	WXEL	
Saturday Movie Night	Fletcher Jones	KECA-TV	C. N. Stahl
Saturday Movie Night	Maier Brewing Co.	KECA-TV	J. I. Edwards
Saturday Night at the Garden	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald, Inc.
Saturday Night at the Garden	Carter Products Rise Shaving Cream	DuMont	Sullivan, Stauffer, Colwell & Bayles, Inc.
Saturday Night at the Garden	Chesebrough Mfg. Co. Vaseline	DuMont	Cayton, Inc.
Saturday Night at the Garden	Eversharp-Schick	DuMont	Biow Co., Inc.
Saturday Night at the Garden	U. S. Armed Forces Recruiting	DuMont	Honig Cooper Agency
Saturday Night Movie No. 1	Globe Mills, Inc.	KTLA	Leo Burnett Co., Inc.
Saturday Night Movie No. 2	Murphy Motors	KTLA	Chas. Stahl Adv. Agency
Saturday Night Theatre	G.E. Dealer	WKZO-TV	
Saturday Night Wrestling	Strauss Stores Automotive Supplies	WABD	Product Services, Inc.
Sausage Sinema	Kowalski Sausage Co.	WJBK-TV	
Say It With Acting	Brown Shoe Co. Naturalizer Shoes	ABC-TV	Leo Burnett Co., Inc.
Schlitz Playhouse	Schlitz Brewing Co.	CBS-TV	Young & Rubicam Co., Inc.
Scoreboard	Holland Furnace Co.	WHBF-TV	
Scoreboard	Kaiser-Frazer Sales Corp.	WABD	Wm. H. Weintraub, Inc.
Search for Tomorrow	Procter & Gamble	CBS-TV	Biow Co.
See It Now	Aluminum Co.	CBS-TV	Fuller Smith & Ross
See-Saw Zoo	Vandervoort's Dairy	WBAP-TV	Rowland Broiles
Shadow of the Cloak	Gretz Brewing Company	WFIL-TV	Seberhagen, Inc.
Shadows of Mystery	Lee Motors Ford Dealer	WSPD-TV	
Shaping Your Future	Participating	WKY-TV	
Sharp Comments	Participation	WBNS-TV	
Sheriff Tex	Participating	KING-TV	Participating
Sherman, Clay Music Room	Sherman, Clay Music Co.	KING-TV	Pacific-National Agency
Shoppers Corner	Sears, Roebuck Retail Outlets	WABD	Keystone Advertising
Shopping Guide	Union Co.	WLW-C	
Shopping Time at A & S	Abraham & Strauss Department Store	WABD	Kiesewetter, Wetteram & Baker

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Shopping With Prissy	Participating	WKY-TV	
Short Story Theatre	Arnold Bakers	WJZ-TV	Benton & Bowles Agency
Short Story Theatre	Picadilly Tobacco Co. Picadilly Cigarettes	WABD	Hilton & Riggio, Inc.
Showcase	Participating	WKY-TV	
Showtime—U.S.A.	Chrysler Corp. Dodge Div.	ABC-TV	Ruthrauff & Ryan
Six-Gun Theatre	South Carolina Mills	WJBK-TV	
Skinners Breakfast Meeting	Skinner Mfg. Co. Breakfast Foods	KMTV	Bozell & Jacobs
Sky King Theatre	Derby Foods, Inc. Peter Pan Peanut Butter, Salted Peanuts	NBC-TV	Needham, Louis & Brorby, Inc.
Skylark Safety Circus	Fairfax Bread Div. of Safeway Stores, Inc.	WNBW	Foote, Cone & Belding
Smilin' Ed's Gang	Brown Shoe Co.	CBS-TV	Leo Burnett Co.
Smilin' Ed McConnell & Say It With Acting	Brown Shoe Co. Shoes	NBC-TV	Leo Burnett Co.
Snack Time	Wm. Oakley Food Distributor	WSPD-TV	
Snow Crop Matinee	Snow Crop Marketeers Snow Crop Frosted Foods	WABD	Maxon, Inc.
Snow Crop Matinee Theatre	Snowcrop Marketeers, Inc.	WNBQ	Maxon, Inc.
So You Know Sports	Plymouth Dealers	WJBK-TV	
Sohio Reporter	Standard Oil Co.	WLW-C	
Sohio Reporter	Standard Oil Co.	WSPD-TV	
Sohio Reporter—Warren Guthrie	Standard Oil of Ohio	WXEL	
Solo Drama	Regens Lighters	WJZ-TV	Silberstein-Goldsmith Age..cy
Somerset Maugham TV Theatre	Bymart, Inc. Tintair	NBC-TV	Cecil & Presbrey
Songs for Sale	Carter Products, Inc.	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Sterling Drug, Inc.	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Songtime	Word of Life Fellowship Institutional	ABC-TV	Walter F. Bennett & Co.
Sooner Shindig	O. K. Storage	WKY-TV	Lowe Runkle
Southern Shindig	Southern Electric Co.	WSM-TV	
Southwest Conference Football	Humble Oil Co.	WOAI-TV	Wilkinson-Schiwetz & Tip
Space Cadet, Tom Corbett	Kellogg Co. Corn Flakes, Pep, Other Cereals	ABC-TV	Kenyon & Eckhardt, Inc.
Space Patrol	Lewis Food Co.	KECA-TV	Rockett-Lauritzen

Space Patrol	Ralston Purina Wheat Chex, Rice Chex	ABC-TV	Gardner Advertising Co.
Space Patrol	Ralston Purina	WJZ-TV	Gardner Advertising Co.
Spade Cooley	Ceptral Chevrolet	KTLA	Hunter Advertising Agency
Sport Show	Cherry Motor Co.	WHBF-TV	
Sports Camera	Pepsi Cola	WJBK-TV	
Sports Desk		WXEL	
Sports Desk	Cl. Pneumatic Tool Co.	WXEL	
Sports Final	Cole Motors	WXEL	
Sports Look	Sullivan Clothiers	WTTV	
Sports on Parade	Jewelry Co.	WKZO-TV	
Sports Page	Edewater Appliance	WSPD-TV	
Sports Previews	Skillern's Drug Stores	WBAP-TV	Grant Adv. Agency
Sports Quiz	John C. Robert Shoes	WXEL	
Sports Scholar	Jackson Brewing Co. Jax Beer	WOAI-TV	Fitzgerald Adv. Agency
Sports Scholar	VJ McGranahan TV Sets	WSPD-TV	
Sports Slants	Participating	WAVE-TV	
Sports Special	Lundquist-Lilly	KING-TV	Seattle Radio & TV
Sports Spotlight	Cole & Erwin Jewelers	WJBK-TV	
Sports Star Time	Ethyl Corp.	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Star Time	Refiners Distributing Co.	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Views	Athletic Supply	WSPD-TV	
Sports With Sherman	Clyde Burns-Nash	WBAP-TV	Direct
Sportman's Club	Strodel-Genesee Beer	WHEN	
Sportscholar	Ethyl Corp.	WXEL	
Sportscholar	Ethyl Corp.	WJBK-TV	
Sportscholar	Jim Reed Chevrolet Co.	WSM-TV	Walter Speight
Sportsman Club	Willard Storage Batteries	WNBW	Meldrum & Fewsmith, Inc.
Stage S.	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Star Maker Revue	Schiff Shoes	WLW-C	
Star of the Family	Ronson Art Metal Works, Inc.	CBS-TV	Grey Adv.
Star Time	Food Store Productions Food Stores	DuMont	Franklin Bruck
Starlight Film Theatre	Stern & Company	WFIL-TV	Otis Advertising Co.
Starlit Stairway	Delsoy Whipped Cream	WXYZ-TV	W. B. Doner & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Starring the Editors	Grand Union Co.	WABD	Badger, Browning & Hersey
Stars of Tomorrow	Tommy Thompson Studio Children's Shop	WHBF-TV	
Stars Over Hollywood	Armour & Co. Meats	NBC-TV	Foote, Cone & Belding
Steve Allen Show	Procter & Gamble	CBS-TV	Compton Adv.
Stop the Music	Admiral Corp. Radios, Television Sets, Refrigerators	ABC-TV	Kudner Agency, Inc.
Stop the Music	Hazel Bishop Hazel Bishop Lipstick	ABC-TV	Raymond Spector Co.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC-TV	Lennen & Mitchell
Stop the Music	Toni Co. White Rain	ABC-TV	Foote, Cone & Belding
Stork Club	Liggett & Myers Fatima Cigarettes	CBS-TV	Cunningham & Walsh
Story Theatre	Black Lumber Co.	WTTV	
Story Theatre	Durkee Foods	KECA-TV	Meldrum & Fewsmith
Story Theatre	Huntington Wholesale Furniture Co.	WSAZ-TV	Direct
Story Theatre	Sealy Mattress Co.	WXEL	
Story Theatre	Straus-Frank Co. RCA Victor	WOAI-TV	By Station
Strange Adventure	Meyer Jewelry	WJBK-TV	
Strange Adventure	Uddo & Taormina	WDSU-TV	
Stranger Than Fiction	Gallant Lumber	WSPD-TV	
Strike It Rich	Colgate-Palmolive-Peet Co.	CBS-TV	Sherman & Marquette, Inc.
Stu Erwin Show	General Mills, Inc. Wheaties, Gold Medal Kitchen Tested Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WENR-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
Studebaker Tele-Movie Time	Chicagoland Studebaker Dealers	WNBQ	Roche, Williams & Clear
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Stud's Place	Manor House Coffee	WENR-TV	Earle Ludgin
Stumpus	Heckman Biscuit Co.	WZYZ-TV	George Hartman Adv.
Success Story	International Sterling Co. Sterling Silver	ABC-TV	Young & Rubicam Co., Inc.
Summer Theatre	General Electric Supply Corp.	WXEL	

Summers Serenade	Summers & Son Co.	WLW-C	
Sunday Matinee	Best Foods, Inc. H. O. Quick Oat, Cream Farina, Presto Self-Rising Cake Flour	WABD	Benton & Bowles, Inc.
Sunday Matinee	General Electric Products	WXEL	
Sunday Matinee	Studebaker Dealers	WXYZ-TV	W. B. Doner & Co.
Sunday Movies	Chrysler Dealers	KTLA	Chas. Stahl Adv.
Sunday Night Movie	French Sardine Company	KTLA	Rhodes & Davis
Sunday Night Movie	Langendorf United Bakeries	KTLA	Scholts Advertising Service
Super Circus	Bauer & Black Curity Bandages	ABC-TV	Leo Burnett Co.
Super Circus	Canada Dry Ginger Ale	ABC-TV	J. M. Mathes, Inc.
Super Circus	M & M Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co. Weatherbird Shoes	ABC-TV	Henri, Hurst & McDonald, Inc.
Supply Sales Show	Supply Sales Co. Proilaters	WABD	Newton Advertising
Susan Adams	Clinton Foods	WABD	Maxon, Inc.
Susan Adams	Flako Baking Products	WABD	Blatt-Forbes
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil & Presbrey
Swift's Movie-Time	Swift & Co.	WPIX	Free & Peters, Adv.
Swing Shift Theatre	Yeakel Bros.	KTLA	Irwin Company, Inc.

T

Talent Shop	Chunky Candy Corp. Chunkies	WABD	Peck Advertising
Talent Tussle	Baltimore News-Post	WAAM	
Tales of the Hawk	Famous Furniture	WXYZ-TV	W. B. Doner & Co.
Tales of Tomorrow	Jacques Kreisler Mfg. Watch Bands, Men's Jewelry	ABC-TV	Hirshon-Garfield, Inc.
Ted Mack Family Hour	C. A. Swanson & Sons Margarine, Poultry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	General Mills, Inc. Cereals, Flours, Mixes, Electric Irons	ABC-TV	Tatham-Laird, Inc.
Teen Time Varieties	Schiff Shoe Stores	WSAZ-TV	King & Cofferman
Tele-Bid	Sidles Co. Appliances	KMTV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telebuys, Inc.	Participating	KING-TV	Participating
Telenews	Dixie Brewing Co.	WDSU-TV	
Telenews	Joske's of Texas Frigidaire	WOAI-TV	Pitluk Advertising Co.
Telenews Ace	Cunningham Drugs	WJBK-TV	
Telenews Daily	International Harvester Co. Trucks, Refrigerators, Farm Machinery & Parts	WOI-TV	Aubrey, Moore & Wallace, Inc.
Telenews Weekly	Denver & Rio Grand R. R.	KSL-TV	Axelsen Adv. Agency
Telenews Weekly	Meyer Jewelry	WJBK-TV	
Telenews Weekly	Syracuse Savings Bank	WHEN	
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Buick Dealers Assn.	WFIL-TV	Jos. Lowenthal Adv. Agency
Telesports Digest	Ethyl Corp. Gas	WOAI-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Reynolds Metals Co.	WAVE-TV	Zimmer & McClaskey
Telesports Digest	Seztzer Motors Auto	WSPD-TV	
Telesports Digest	Sidles Co. Appliances	KMTV	Anderson & Roll
Television Newsreel	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
Television Playhouse	Goodyear Tire & Rubber Co. Tires		Young & Rubicam Co., Inc.
Television Playhouse	Philco Corp. Radio, TV Sets, Refrigerators	NBC-TV	Hutchins Adv.
Ten Minute Movie	Western Federal Savings & Loan Assn.	KTLA	Elwood J. Robinson Adv. Agency
10 P.M. News	Bloomington Lincoln-Mercury	WTTV	
Tennessee Jamboree	Logan Super Markets Philco, Admiral, Youngstown Kitchens	WSM-TV	Walter Speight, Noble-Dury & Assocs.
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co.	WBAP-TV	Rowland Broiles
Theatre Hour	Vitamin Corp. of America	WJBK-TV	
Theatre 79	Speedway Petroleum	WJBK-TV	
The Aldrich Family	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
The Aldrich Family	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
The Big Picture	Federation Bank & Trust Co.	CBS-TV	

The Big Question		CBS-TV	
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Big Top	National Dairy Products Corp.	CBS-TV	N. W. Ayer & Sons
The Big Town	Lever Bros.	CBS-TV	Ruthrauff & Ryan
The Cases of Eddie Drake	Garrett Wine	WENR-TV	Ruthrauff & Ryan
The Chimps	Cargill, Inc. Grass Seed, Dog Food	WDAF-TV	Bruce B. Brewer, Agency
The Chimps	S. S. Kresge	WJBK-TV	
The Cisco Kid	Frankel's Appliances	WSAZ-TV	Direct
The Clock	Emerson Radio & Phonograph Co. Radios, TV Sets, Phonographs	NBC-TV	Foote, Cone & Belding
The Clue	Ford-Miller Motors Auto	WSPD-TV	
The Comics	American Vitamin Associates	KTLA	The Counselors
The Comics	Girards, Inc.	KTLA	Lockwood-Shackelford
The Comics	Kern Food Products	KTLA	Mayers Co., Inc.
The Comics	Sav-On Drugs	KTLA	Ted Factor Agency
The Continental	Burlington Mills Bur-Mil Cameo Hosiery	CBS-TV	Masterson, Reddy & Nelson
The Egg and I	Procter & Gamble	CBS-TV	Compton Advertising, Inc.
The Ford Film Playhouse	Ford Dealers Associates, Inc.	WFIL-TV	J. Walter Thompson Agency
The Game	Maison Blanche	WDSU-TV	Fitzgerald Adv. Agency
The Gaylords	Ohio China Dishes	WSPD-TV	
The Little Show	Stokely-Van Camp, Inc. Canned Foods	NBC-TV	Calkins & Holden, Carlock, McClinton
The Lorraine Cugat Show	Vitamin Corp. of America	WJZ-TV	Harry B. Cohen, Inc.
The M & M Candy Carnival	M & M Ltd. Candies and Other Accepted Products	CBS-TV	Wm. Esty & Co.
The Magic Clown	Gold Medal Candy Corp. Bonomo Turkish Taffy	WNBW	William H. Weintraub, Inc.
The Magic Door	MacLevy Dance Studio System	WJZ-TV	Associated Advertising Service
The Magic Lady	Lit Brothers	WFIL-TV	Al Paul Lefton Co., Inc.
The Newsreel	Shell Oil Company	KTLA	J. Walter Thompson Agency
The Open Door	Sunset Appliance Corp.	WABD	Arnold Cohan
The Plainclothes Man	Consolidated Cigar Co. Harvester Cigars	DuMont	Warwick & Legler, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Plainclothes Man	Larus & Brother Co., Inc. Holiday Cigarettes, Holiday & Edgeworth Tobaccos	DuMont	Kenyon & Eckhardt, Inc.
The Ramblers	Joe M. Offil Motor Co. Nash Automobiles	WDAF-TV	Merritt Owens Adv. Co.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson Agency
The Show Goes On		CBS-TV	
The Singing Pastor	Superior Feed Mills	WKY-TV	James Reece
The Sports Almanac	W. Va. Beer & Ale	WSAZ-TV	King & Cofferman
The Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
The Weather Tonight	Stag Beer	WKY-TV	Maxon, Inc.
The Weatherman	Purity Products	WPIX	Young & Rubicam Co., Inc.
The Web	P. Lorillard Co. Embassy Cigarettes	CBS-TV	Geyer, Newell & Ganger Agency
The Week in Sports	Interntional Harvester Co.	WOI-TV	Aubrey, Moore & Wallace, Inc.
The World Today	Participating	KING-TV	Participating
They Stand Accused	Crawford Clothes	DuMont	Al Paul Lefton Co.
This Is Show Business	American Tobacco Co.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
This Is Your Zoo	Hauswald Bakery	WAAM	H. W. Buddmeier
This Week in Sports	Covert Ohio Sporting Goods	WSPD-TV	
This Week in Sports	Jackson Brewing Co. Jax Beer	WOAI-TV	Fitzgerald Advertising Agency
This Week in Sports	Les Taylor Co.	KSL-TV	Evans Advertising
This Week in Sports	Mobray Finch Ford Dealer	WJBK-TV	
This Week in the News	Foster-Barker Co. Insurance	KMTV	Anderson & Roll
This Week in the News	Ted Hicks Co. Insurance	KMTV	
Those Two	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Three City Final	Ted Top Brewing Co.	WLW-C	
Three Sentinels	Moores Stores	WLW-C	
Thursday Night Boxing	Sunset Appliance Corp.	WABD	Arnold Cohan
Tiger Wives	People's Outfitting	WJBK-TV	
Tim McCoy	Kellogg Company	KTLA	Leo Burnett Co., Inc.
Tim McCoy Film	Murphy Motors	KTLA	Chas. Stahl Adv. Agency

Time for Beany	Bell Brand Foods, Ltd.	KTLA	McCann-Erickson, Inc.
Time for Beany	Cloverland Dairy	WAAM	St. Georges & Keyes
Time for Beany	Joliet 7-Up	WHBF-TV	
Time for Beany	Leigh Foods, Inc.	CBS-TV	Warwick & Legler, Inc.
Time for Beany	Maryland Co-Op Milk Producers	WAAM	
Time for Beany	Nehi Beverage Company	KTLA	Raymond Morgan Co.
Tip the Scales	South Texas Appliance Co. Admiral Appliances	WOAI-TV	Bernard M. Brooks
Tips for Tinkers	T. G. & Y.	WKY-TV	George Knox
Toast of the Town	Lincoln-Mercury	CBS-TV	Kenyon & Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's Teens	Hotpoint, Inc.	WENR-TV	Maxon, Inc.
Today's Top Story	National City Bank	WXEL	
Toledo Theatre Time	Foodtown Super Markets	WSPD-TV	
Tom Manning Sport Show	P. Ballantine & Sons	WNBK	J. Walter Thompson Agency
Tomorrow's News	Vim Stores	WPIX	William Warren, Jackson & Delaney
Tonight's Attractions	Dr. Kenaga Optometrist	WSPD-TV	
Top Views in Sports	August Wagner Breweries	WLW-C	
Top Views in Sports	Sterling Beer	WAVE-TV	Smith, Benson & McClure
Touchdown	Falls City Beer	WAVE-TV	Prater
Touchdown Prevue	Mallernee's	WSM-TV	
Town and Country Quiz	Staley Milling Co. Feeds	WDAF-TV	Bozell-Jacobs, Inc.
Trading Post	Moores Stores	WLW-C	
Travels in Space	Lane Drug Co.	WSPD-TV	
Treasury Men in Action	The Borden Co. Instant Coffee	NBC-TV	Doherty, Clifford & Schenfield
Triple Feature Theatre	Chevrolet Dealers Service	KECA-TV	Campbell-Ewald
Tuesday Feature Film	Four Friendly Appliance Dealers	KTLA	Irwin Co., Inc.
Tuesday Movie	Pontiac Dealers Club of So. Calif.	KTLA	Taggart & Young
Tuesday Night Movie	Raichert Sewing Machine Corp.	KTLA	W. B. Geissinger & Co.
TV Auction	Sun Ray Drug Co.	WFIL-TV	Philip Klein Advertising, Inc.
TV Department Store	TV Department Store	WABD	Ben Sackheim, Inc.
TV Magazine	Lanes Drug Stores	WSPD-TV	
TV Ranch	Jersey Bread & Driggs Dairy Farm	WSPD-TV	
TV Rangers	Borden Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
TV Shopper's Revue	John A. Brown Co.	WKY-TV	Enders Advertising Agency
TV Theatre	Falstaff Brewing Co. Beer	KMTV	Dancer-Fitzgerald-Sample, Inc.
TV Theatre	Falstaff Brewing Co. Falstaff Beer	WOAI-TV	Dancer-Fitzgerald-Sample, Inc.
TV Travelogue	Butler Travel Service	WLW-C	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Simmons Agency
TWA Show	TWA	WABD	Batten, Barton, Durstine & Osborn, Inc.
Twenty Questions	The Mennen Company Mennen Products for Men	DuMont	Kenyon & Eckhardt, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	ABC-TV	Grey Advertising
Twin Movie Features	Shopping Bag Food Stores	KTLA	Jack Vaughn Adv. Agency
U			
Uncle Amby's General Store	Royal Barry Carter Mills	WSM-TV	James F. Simons Co.
Uncle Mistletoe	Marshall Field Dept. Store	WENR-TV	Calkins & Holden
Uncle Roscoe's Playtime Party	Hotel Utah Coffee Shop	KSL-TV	R. T. Harris
Uncle Wip	Gimbels Dept. Store	WFIL-TV	Direct
Uebelhart & the News	Ohio Fuel Gas Co.	WSPD-TV	
Universal Homemaking	Landers, Frary & Clark Universal Appliances	DuMont	Gould, Tierney
U. of D. Football Films	Plymouth Dealers	WJBK-TV	
V			
Vacation Land	Gerlinger Appliances	WSPD-TV	
Vanderbilt Football	Jamison Bedding Co.	WSM-TV	Max Beck
Versatile Varieties	Bonafide Mills Floor Coverings	ABC-TV	Gibralter Advertising Agency
Victor Borge Show	Kellogg Co.	NBC-TV	Kenyon & Eckhardt
V-I-D-E-O	Co-op. P. & C. Food Markets	WHEN	
Video Chef	Associated Food Stores	WPIX	Furman, Feiner & Co.
Views of the News	Murfree Mortgage Co., First American Natl. Bank	WSM-TV	George Doyne
Vincent Lopez Show	Lakewood Hotel & Land Assn.	WABD	Vincent Zepal
Voice of Firestone	Firestone Tire & Rubber Co. Tires, Tubes & Batteries	NBC-TV	Sweeney & James Co.

Wake Up & Live	Lowell Cosmetics	WLW-C	
Wally Jackson Show	Wally Jackson Studios	WPIX	Steiner Adv.
Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Walt's Workshop	Edward Hines Lumber Co.	WNBQ	George H. Hartman
Washington Senators Baseball	American Beer	WAAM	Elmer Free
Wayne King Program	Standard Oil Co. of Indiana Oil, Gasoline	NBC-TV	McCann-Erickson
We the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires	NBC-TV	Young & Rubicam Co., Inc.
Weather Report	P & G Shasta Shampoo	WJBK-TV	
Weather Sketches	Paxton & Gallagher Coffee	KMTV	Buchanan–Thomas
Weather Tele-Facts	The Fair	WBAP-TV	Julian Read
Weatherchart	Gulf Brewing Co. Grand Prize Beer	WOAI-TV	Foote, Cone & Belding
Weatherman	Paxton-Gallagher Co. Coffee	WDAF-TV	Buchanan, Thomas Co.
Weatherman	Purity Taystee	WJBK-TV	
Weatherman—Clint Youle, Atchison, Topeka & Santa Fe Railway Sys.	Atchison, Topeka & Santa Fe Railway System	WNBQ	Leo Burnett
Weatherman—Clint Youle	Campbell Cereal Co.	WNBQ	Campbell-Mithum
Weatherman—Clint Youle	Commonwealth Edison Co.	WNBQ	J. R. Pershall Co.
Weatherman—Clint Youle	Home Gas Industries	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	Jewel Food Stores	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	R. Cooper, Jr.	WNBQ	Maxon, Inc.
Weatherman—Clint Youle	Standard Milling Co.	WNBQ	J. W. Shaw Advertising
Weatherman—Clint Youle	Swift & Co.	WNBQ	J. Walter Thompson Agency
Weathervane	McCullough Chevrolet	WJBK-TV	
Weathervane	DeSoto Dealers	WJBK-TV	
Webber Motor Sportlog	Webber Motor Co. Dodge Cars	KMTV	Allen & Reynolds
Wednesday Feature Film	General Electric Appliance Co.	KTLA	Mays & Co.
Wednesday Move No. 2	Fletcher Jones	KTLA	Chas. Stahl Adv. Agency
Weekly Newsreel	Kurtz Furniture Co.	WNBK	Ed Hibshman & Associates
Western Adventure Film	Friedman-Shelby Div. of International Shoe Co.	KTLA	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Western Corral	Duckhead Overalls, Sealtest Milk	WSM-TV	Noble-Dury R. G. Fields
Western Feature Film	Murnat Motors	KTLA	Jack Vaughn Adv. Agency
Western Film Theatre	Quaker City Chocolate Co.	WPIX	Free & Peters
Western Jamboree	Belle Furniture Co.	WSAZ-TV	Direct
Western Roundup	Participation	WBNS-TV	
Western Theatre	Swan Cleaners	WLW-C	
What in the World	CBS-TV		
What's Cooking	Participating	WBAP-TV	Direct
What's My Line	Jules Montenier Stopette	CBS-TV	Earle Ludgin & Co.
What's the Weather	Omar Bakeries	WOI-TV	Fitzmorris and Miller
What's the Weather	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
What's Your I.Q.?	Standard Life & Accident Insurance Co.	WKY-TV	
Whelan's Motion Picture Cavalcade	Vitamin Corp. of America	KECA-TV	M. Weinberg
Whistling Wizzard	CBS-TV		
Whiz TV Theatre	R. M. Hollingshead Corp.	WFIL-TV	Campbell-Mithun, Inc.
Wild Bill Hickok	Kellogg Company	KTLA	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg-Cereal	WENR-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg	WJZ-TV	Leo Burnett Co., Inc.
Wild West Theatre	Allied Music Corp.	WJBK-TV	
Wiley Gene	Superior Feed Mills	WKY-TV	James Reece
Willie Fishers Fun Factory	Arlington Motors	WLW-C	
Wilson, Glickman & Lee	Adler Shoes	WABD	Frederick L. Clinton
Winters' Wonderland	Wolff & Marx Westinghouse	WOAI-TV	Bernard M. Brooks
Women's Supplement	Nu-Maid Margarine P & G Shasta Shampoo	WSM-TV	Ralph Jones Dancer-Fitzgerald-Sample, Inc.
Woods & Waters	Harvey Mack Pontiac	WXYZ-TV	Rex Adv. Agency
Woody Hayes—Football	Philco Dealers	WBNS-TV	
World Adventure Series	Earl Bring—Mutual of Omaha	WXYZ-TV	
World News	Ormsby Chevrolet Co.	WOAI-TV	Thomas F. Conroy
World of Sports	Jackson Brewing Co.	WDSU-TV	Fitzgerald Adv. Agency
World of Yesterday	Hudson Dealers	WXEL	
World Tonight	Deseret News	KSL-TV	
Wrestling	American Vitamin	WLW-C	
Wrestling	Buick Dealers	KTLA	The Edwards Adv. Agency

Wrestling	Clinton Clothing	KTLA	Milton Weinberg Adv. Co.
Wrestling	Columbia Breweries	KING-TV	How Ryan & Associates
Wrestling	Falstaff	WDSU-TV	
Wrestling	Falstaff Brewing Co.	WKY-TV	Dancer-Fitzgerald-Sample, Inc.
Wrestling	General Electric Appliances, Inc.	KTLA	Mays & Company
Wrestling	Hazel Bishop & Pin Up	WJBK-TV	
Wrestling	Hudepohl Beer	WLW-C	
Wrestling	Hudson Dealers of Chicago	WENR-TV	Malcolm-Howard
Wrestling	Jerry Lynch Nash Dealer	WJBK-TV	
Wrestling	Maison Blanche	WDSU-TV	
Wrestling	Motorola Dealer	WKZO-TV	
Wrestling	Oertels Brewing Co.	WAVE-TV	Kopmeyer
Wrestling	Philco Dealer	WKZO-TV	
Wrestling	Red Top Brewing Co.	WLW-C	
Wrestling	Regal Amber Brewing Co.	KTLA	Abott Kimball Co.
Wrestling	University Cherolet	WTTV	
Wrestling	Walker Motors	WXYZ-TV	Clark & Rickard Adv.
Wrestling From Chicago	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Wrestling From Hollywood	National Premium Beer	WXEL	
Wrestling From Hollywood	The Electric Company	WSM-TV	
Wrestling Personalities	Bohnet Baking Co. Mrs. Bohnet's Bread	WOAI-TV	Thomas F. Conroy
Wrestling With Dennis James	Bond Clothes	WABD	Grey Adv.
Wrestling With Dennis James	Boyle-Midway, Inc. Auto-Brite	WABD	Earl Bothwell

Y

Yankee Baseball Games	P. Ballantine Sons Co. Ballantine's Beer & Ale	WABD	J. W. Thompson
Yellow Cab Revue	Yellow Cab Co.	WFIL-TV	Al Paul Lefton Co., Inc.
Yesterday's Newsreel	Handy Andy Supermarkets	WOAI-TV	Pitluk Advertising Co.
Yesterday's Newsreel	Miller-Pontiac Cars	KMTV	
Yesterday's Newsreel	Pancake Realty Company	WSAZ-TV	Direct
Yesterday's Newsreel	Standard-Humpty-Dumpty	WKY-TV	
Yesterday's Newsweek	Eberle Hardware	WTTV	
You Asked for It	Skippy Peanut Butter Peanut Butter	ABC-TV	Guild, Bascom & Bonfigli, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co.	WJBK-TV	
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	WOAI-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter	WSM-TV	Guild, Bascom & Bonfigli, Inc.
Young Mr. Bobbin	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
Your Big Moment	Westinghouse Dealers	KNBH	The Tullis Co.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Junior Revue	George's Radio & TV Corp. Radios, TV Sets, and Appliances	WNBW	Robert J. Enders, Inc.
Your National Theatre	National Credit Clothiers	WENR-TV	Charles Temkin
Your Pet Parade	Ralston Purina Co. Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston	ABC-TV	Gardner Agency
Your Show of Shows	Benrus Watch Co. Watches, Clocks	NBC-TV	J. D. Tarcher & Co.
Your Show of Shows	Eversharp, Inc. Pens, Pencils & Razors	NBC-TV	Biow Co.
Your Show of Shows	Lehn & Fink Products Corp. Lysol, Hind's Honey and Almond Cream	NBC-TV	Lennen & Mitchell
Your Show of Shows	Libby, McNeill & Libby Pineapple Juice	NBC-TV	Foote, Cone & Belding
Your Show of Shows	R. J. Reynolds Tobacco Co. NBC-TV	NBC-TV	Wm. Esty Co.
Your Show of Shows	S. O. S. Co. S. O. S. Cleanser	NBC-TV	McCann-Erickson
Your Television Shopper	W. T. Grant Dept. Store	WHEN	
You're On Your Own	Courtly Foods	WABD	Fairfax
Youth On the March	Young People's Church Institutional	ABC-TV	J. M. Camp & Co.
Youth On the March	Young People Church of the Air, Inc.	WFIL-TV	J. M. Camp & Co.

Z

Zoo Parade	Jewel Food Stores	WNBQ	Allied Enterprises
Zoo Parade	Quaker Oats Co. Ken-L Rations	NBC-TV	Ruthrauff & Ryan

COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adv. of Ozzie and Harriet	**H. J. Heinz Co.** 57 Varieties	ABC	Maxon, Inc
Against the Storm	**Philip Morris & Co., Ltd.** Cigarettes	ABC	Cecil & Presbrey
A. L. Alexander's Mediation Board	**Acousticon Div. of Dictograph Products Inc.** Hearing Aids	MBS	Atherton Adv. Agency
A Life in Your Hands	**H. J. Heinz & Co.** 57 Varieties	ABC	Maxon, Inc.
Aldrich Family	**General Foods Corp.** Jell-O, Cornstarch	NBC	Young & Rubicam, Inc.
Alex Dreier—This Farming Business	**Skelly Oil Co.** Petroleum Products	NBC	Henri, Hurst & McDonald
Alias Jane Doe	**Gillette Safety Razor Co.** Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding
Allen Jackson and the News	**Metropolitan Life Insurance Co.** Institutional	CBS	Young & Rubicam
All-Star Baseball Game	**Gillette Safety Razor Co.** Razor Blades & Gillette Razors	MBS	Maxon, Inc.
All-Star Football Game	**Admiral Corp.** Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
A Memo From Molly	**Lucerne Milk Co.** Div. of Safety Stores Inc.—All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	**Sterling Drug Co.** Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald-Sample, Inc.
American Forum of the Air	**American Trucking Assn.** Institutional	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
American Medical Assn. Presidential Inauguration Ceremonies	**American Medical Assn.** Institutional	MBS	Campaigns, Inc.
American Radio Warblers	**American Bird Products Inc.** American 3 Vee Bird Food	MBS	Weston-Barnett Inc.
Amos 'n' Andy	**Rexall Drug Co.** All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
Armstrong of the S.B.I.	**General Mills, Inc.** Wheaties	ABC	Knox Reeves Advertising Agency
Armstrong Theatre of Today	**Armstrong Cork Co.** Armstrong Quaker Rugs, Linoleum, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football Game	**Gillette Safety Razor Co.** Razors & Blades	MBS	Maxon, Inc.
Arthur Godfrey Show	**Gillette Safety Razor Co.** Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding Co.
Arthur Godfrey Show	**Lever Brothers Co** Rinso	CBS	Ruthrauff & Ryan, Inc.
Arthur Godfrey Show	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Arthur Godfrey Show	**National Biscuit Co.** All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	**Pillsbury Mills, Inc.** Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett, Inc.
Arthur Godfrey	**Reid-Murdoch** Div. of Consolidated Grocers Corp.—Canned Fruits, Vegetables, Juices, Jams, Fish, etc.	CBS	Weiss & Geller, Inc.
Arthur Godfrey's Talent Scouts	**Lever Brothers Co.** Thomas J. Lipton, Inc. Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam
Aunt Jenny	**Lever Brothers Co.** Spry	CBS	Ruthrauff & Ryan, Inc.

B

Bab-O-News	**B. T. Babbitt Inc.** Bab-O & Glim	MBS	Wm. H. Weintraub Co., Inc.
Back to the Bible	**Good News Broadcasting Assn.** Institutional	ABC	J. M. Camp & Co.
Back to God	**Christian Reformed Church** Institutional	MBS	Glenn-Jordan-Sotetzel, Inc.

Backstage Wife	**Procter & Gamble Co.** Dreft	**NBC**	**Dancer-Fitzgerald-Sample**
Bekins Hollywood Music Hall	**Bekins Van & Storage Co.** Storage & Moving	**CBS**	**Brooks Advertising Agency**
Benson, Bobby	**Kraft Foods Co** Caramels, Dinners & Malted Milk	**MBS**	**J. Walter Thompson Co.**
Betty Crocker Magazine of the Air	**General Mills, Inc.** Gold Medal Flour, Soup Ingredients, Cereals	**ABC**	**Dancer-Fitzgerald-Sample, Inc.**
Beulah	**Procter & Gamble Co.** Dreft, Lava, Oxydol, Spic & Span	**CBS**	**Dancer-Fitzgerald-Sample, Inc.**
Big Show	**Reynolds Metals Co.** Aluminum & Aluminum Products	**NBC**	**Buchanan & Co., Inc.**
Big Sister	**Procter & Gamble** Crisco, Ivory Soap, Dreft, Spic & Span	**CBS**	**Compton Advertising, Inc.**
Big Story	**American Cigarette & Cigar Co.** Pall Mall Cigarettes	**NBC**	**Sullivan, Stauffer, Colwell & Bayles, Inc.**
Big Town	**Lever Brothers Co.** Lifebuoy	**NBC**	**Sullivan, Stauffer, Colwell & Bayles, Inc.**
Bill Adams—Talk on Gardening	**Jackson & Perkins Co.** New Patented Roses, Fruits, Perennials	**CBS**	**Huber, Hoge & Sons**
Bill Downs	**Wildroot Co., Inc.** Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	**CBS**	**Batten, Barton, Durstine & Osborn, Inc.**
Bill Henry & the News	**Johns-Manville Corp.** Industrial Products	**MBS**	**J. Walter Thompson Co.**
Bill Lang—News	**Airways Corp.** Rose Bushes & Dutch Bulbs	**MBS**	**Dorland, Inc.**
Bill Lang—Profiles in the News	**Kipling Washington Agency** Newsletter	**MBS**	**Leo Burnett Co., Inc.**
Bill Lang Show	**Greystone Press** Books	**CBS**	**Huber, Hoge & Sons**
Bing Croby Show	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	**CBS**	**Cunningham & Walsh, Inc.**
Blatz Reporter	**Blatz Brewing Co.** Blatz Beer	**ABC**	**Wm. H. Weintraub & Co.**
Blue-Gray Football Game	**Gillette Safety Razor Co.** Razors & Blades	**MBS**	**Maxon, Inc.**
Bob Marclay, American Agent	**Mars, Inc** Mars, Milky Way, Three Musketeers, Forever Yours	**ABC**	**Leo Burnett Co.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Bryar & Recorded Music	**Airways Corp.** Rose Bushes	MBS	Dorland, Inc.
Bob Garred and the News	**Ben Hur Products** Ben Hur Coffee, Tea, Extracts, Spices & Jell-A-Teen	ABC	Mogge-Privet, Inc.
Bob Hawk Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Bob Hope Show	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	NBC	Cunningham & Walsh, Inc.
Bobby Benson	**American Chicle Co.** Dentyne, Beeman's Pepsin & Chiclets Chewing Gum	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Shadel	**American Oil Co.** Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuels	CBS	Joseph Katz Co.
Bill Shadel	**Animal Foundation, Inc.** Hunt Club Dog Food	CBS	Moser & Cotins, Inc.
Bill Shadel	**Campana Sales Co.** Solitair Cake Makeup, Lotion, DDD, Ayds Vitamin Candy, Coolies	CBS	Wallace, Ferry, Hanly Co.
Bill Shadel	**General Foods Corp.** Log Cabin Syrup	CBS	Foote, Cone & Belding Co.
Bill Shadel	**Sealy Mattress Co.** Mattresses	CBS	Alvin Wilder
Bill Shadel	**Sterling Drug, Inc.** Phillips Toothpaste, Haley's M-O	CBS	Dancer-Fitzgerald-Sample, Inc.
Bill Shadel	**Wildroot Co., Inc.** Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Botany Song Shop	**Botany Mills, Inc.** Botany 500 Men's Suits & Ties	ABC	Silberstein & Goldsmith, Inc.
Break the Bank	**Bristol Myers Co.** Ipana Toothpaste, Sal Hepatica Trushay, Bufferin, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	**Bristol-Myers Co.** Ipana, Trushay, Sal Hepatica	NBC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	**Philip Morris & Co., Ltd.** Cigarettes	ABC	Cecil & Presbrey, Inc.
Breakfast Club	**General Foods Corp.** Jello	ABC	Young & Rubicam
Breakfast Club	**General Mills, Inc.** Kix, Gold Medal Kitchen Tested Flour, Softasilk	ABC	Tatham-Laird, Inc.

Breakfast Club	**Philco Corp.** Refrigerators, Radios, Home Freezers, Ranges	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	**Swift & Co.** Meat, Shortening, Edible Dairy Products, Poultry	ABC	J. Walter Thompson Co.
Brighter Day	**Procter & Gamble Co.** Cheer, Ivory Flakes, Spic & Span	CBS	Compton Advertising, Inc. Young & Rubicam
Broadway Is My Beat	**General Motors Corp.** Pontiac Motor Division—Pontiac Cars	CBS	MacManus, John & Adams, Inc.

C

Cal Tinney's On	**General Mills, Inc.** Gold Medal Kitchen-Tested Flour	ABC	Dancer-Fitzgerald-Sample, Inc.
California Around the World	**Bank of America, National** Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Camel Football Scoreboard	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Can You Top This?	**Mars, Inc.** Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co., Inc.
Carl Smith	**Kellogg Co.** Gold Medal Spaghetti & Macaroni	CBS	Leo Burnett Co., Inc.
Carling's Takes You to the Races	**Brewing Corp. of America** Carling's Red Cap Ale	MBS	Benton & Bowles, Inc.
Carroll Alcott	**Sealy Mattress Co.** Mattresses	CBS	Alvin Wilder
Carroll Alcott	**Wildroot Co., Inc.** Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cavalcade of America	**E. I. duPont de Nemours & Co.** Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
CBS Football Round-up	**General Electric Co.** All Products	CBS	Maxon, Inc.
CBS Newsroom—Sunday Desk	**Chemicals, Inc.** Vano, Household Chemical	CBS	Sidney Garfield & Associates
CBS Newsroom—Sunday Desk	**Household Finance Corp.** Personal Loans	CBS	Needham, Louis & Brorby, Inc.
CBS Newsroom—Sunday Desk	**Nic-L-Silver Battery Co.** Auto Batteries	CBS	Anderson-McConell Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cecil Brown—Commentary	State Farm Mutual Auto Insurance Co. Auto Insurance	MBS	Needham, Louis & Brorby, Inc.
Cecil Brown—News	Harrison Products, Inc. Shut-Eye	MBS	Sidney Garfield & Associates
Cedric Adams	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett Co., Inc.
Cedric Foster & the News	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the 50s—Years of Crises	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Challenge of the 50s—Years of Crises	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Detective	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Charles Collingwood	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chemical Engineering Society Dinner	Phillips Petroleum Co. Gasoline & Oil	MBS	Lambert & Feasley, Inc.
Chet Huntley and the News	Glorion Corp. Cosmetics	ABC	Milton Weinberg Adv. Co.
Chet Huntley	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chet Huntley, News	Lee Pharmacal Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Co.
Chet Huntley and the News	MJB Co. Coffee, Tree Tea, and Rice	ABC	Batten, Barton, Durstine & Osborn, Inc.
Chet Huntley, News	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Adv. Co.
Chet Huntley, News	VCA Laboratories Rybutol	ABC	Milton Weinberg Adv. Co.
Chicago Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.

Choraliers	**Longines-Wittnauer Watch Co., Inc.** Wittnauer Watches	**CBS**	**Victor A. Bennett Co.**
Christian Science Monitor Views the News	**Christian Science Publishing Society** Newspaper	**ABC**	**Walton Butterfield Adv.**
Christmas Carol With Lionel Barrymore	**A. O. Smith Corp.** Hot Water Heaters	**MBS**	**Henri, Hurst & McDonald**
Christmas in the Air	**Bank of America, National Trust & Savings Assn.** Banking Services	**CBS**	**Chas. R. Stuart Adv.**
Cities Service Band of America	**Petroleum Advisers, Inc.** Petroleum Products	**NBC**	**Ellington & Co., Inc.**
City Hospital	**Carter Products, Inc.** Arrid, Rise Shave Cream	**CBS**	**Sullivan, Stauffer, Colwell & Bayles, Inc.**
Club 15 With Bob Crosby	**Campbell Soup Co.** Campbell Soup	**CBS**	**Ward Wheelock Co.**
Clubtime	**Club Aluminum Products Co.** Aluminum Household Utensils	**ABC**	**Leo Burnett Co., Inc.**
Clyde Beatty	**Kellogg Co.** Rice Krispies	**MBS**	**Leo Burnett Co., Inc.**
Contented Hour	**Carnation Co.** Evaporated Milk	**CBS**	**Erwin, Wasey & Co., Ltd.**
Corliss Archer	**Electric Companies Adv. Program** Program—Institutional	**CBS**	**N. W. Ayer & Son, Inc.**
Counterspy	**Gulf Oil Corp.** Gasoline, Oil, Lubricants, Tires, Insecticides	**NBC**	**Young & Rubicam**
Curt Massey Time	**Miles Labs., Inc.** Alka Seltzer & One-A-Day Vitamins	**MBS**	**Geoffrey Wade Advertising**
Curt Massey Time With Martha Tilton	**Miles Laboratories, Inc.** Alka Seltzer, One-A-Day Vitamins	**CBS**	**Geoffrey Wade Advertising**

D

Dan Cubberly—News	**Procter & Gamble Co.** Ivory Bar Soap	**CBS**	**Compton Advertising, Inc.**
David Amity	**Procter & Gamble** Camay, Dreft and Oxydol	**ABC**	**Pedlar & Ryan, Inc.**
David Lawrence	**American Dairy Assoc.** Dairy Products	**NBC**	**Campbell-Mithun, Inc.**
David Vaile—News	**Manhattan Soap Co., Inc.** All Products	**CBS**	**Duane Jones Co., Inc.**
David Vaile—News	**Mennen Co.** All Products	**CBS**	**Duane Jones Co., Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
David Vaile—News	**Peter Paul, Inc.** Candy Bars	CBS	Maxon, Inc.
Defense Attorney	**American Chicle Co.** Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Dennis Day Show	**Colgate-Palmolive-Peet Co.** Palmolive Soap	NBC	Ted Bates & Co.
Dial Dave Garroway	**Armour & Co.** Dial Soap	NBC	Foote, Cone & Belding Co.
Dick Haymes Tune Time	**Procter & Gamble** Ivory Soap	ABC	Compton Advt., Inc.
Dick Joy—News	**Washington Cooperative Farmer's Assn.** Lyden Chicken	CBS	Pacific National Adv. Agency
Dr. Christian With Jean Hersholt	**Chesebrough Mfg. Co. Consolidated** Vaseline Hair Tonic; Lip Ice, Petroleum Jelly	CBS	McCann-Erickson, Inc.
Dr. Paul	**Wesson Oil & Snowdrift Sales Co.** Wessön Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Don Hollenbeck	**American Oil Co.** Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Don Hollenbeck	**Theo. Hamm Brewing Co.** Hamm's Beer	CBS	Campbell-Mithun, Inc.
Don Hollenbeck	**Household Finance Corp.** Personal Loans	CBS	Needham, Louis, Brorby, Inc.
Double Or Nothing	**Campbell Soup Co.** Campbell Soups, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Douglas Edwards—News	**Metropolitan Life Insurance Co.** Institutional	CBS	Young & Rubicam, Inc.
Dragnet	**Liggett & Myers Tobacco Co.** Fatima Cigarettes	NBC	Cunningham & Walsh, Inc.
Drew Pearson	**Adam Hat Stores** Adam Hats	ABC	Wm. H. Weintraub & Co.
Drew Pearson	**Carter Products** Carter's Pills	ABC	Ted Bates Co.
Dulany Daily Double	**John H. Dulany & Son, Inc.** Frozen Foods	ABC	Foote, Cone & Belding
	E		
East-West Football Game	**Motorola, Inc.** Radios, TV Sets	MBS	Ruthrauff & Ryan

East-West Football Game	Shrine East-West Football Committee	MBS	Direct
Eddie Cantor Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	Biow Co.
Edward Arnold, Story Teller	General Mills, Inc. Kix	ABC	Tatham-Laird, Inc.
Edward P. Morgan and the News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Edwin C. Hill and the Human Side of the News	Beltone Hearing Aid Co. "Beltone Mono-Pac" Hearing Aid	CBS	Olian Advertising Co.
Edward R. Murrow and the News	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Edward R. Murrow and the News	Green Giant Co. Canned Foods	CBS	Leo Burnett Co., Inc.
Edward R. Murrow and the News	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow and the News	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Edward R. Murrow and the News	Pan-Am Southern Corp. Lubricants	CBS	Fitzgerald Adv. Agency
Edward R. Murrow and the News	Planters Nut & Chocolate Co. Planters Peanuts & Peanut Oil	CBS	Raymond R. Morgan Co.
Eric Sevareid and the News	Chamberlain Sales Corp. Chamberlain's Lotion	CBS	Batten, Barton, Durstine & Osborn, Inc.
Ezzard Charles vs. Jersey Joe Walcott	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.

F

Fanny Brice—Baby Snooks	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Fat Man, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
F.B.I. in Peace and War	General Mills, Inc. Bisquick, Wheaties	CBS	Knox Reeves, Adv., Inc.
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F.B.I. in Peace and War	**Wildroot Co., Inc.** Wildroot Cream Oil, Liquid Cream Shampoo Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Family Party	**Carnation Co.**	CBS	Erwin Wasey & Co., Ltd.
Fibber McGee & Molly	**Pet Milk Sales Corp.** Pet Evaporated Milk	NBC	Gardner Advertising Co.
Flying Feet	**Dr. Hiss Shoe Stores** Dr. Hiss Shoes	ABC	Hal Stebbins, Inc.
Frances Scully Show, The	**Lee Pharmacal Co.** "Shadow Wave" Home Permanent	ABC	Milton Weinberg Adv. Co.
Frank & Ernest	**Dawn Bible Students Assn.** Institutional	MBS	Wm. Gleeson & Co.
Frank Edwards—News	**American Federation of Labor** Institutional	MBS	Furman, Feiner Co., Inc.
Frank Goss—News	**American Safety Razor Corp.** Silver Star Blades	CBS	McCann-Erickson, Inc.
Frank Goss—News	**Chemicals, Inc.** Vano, Household Chemical	CBS	Sidney Garfield & Associates
Frank Goss—News	**Manhattan Soap Co., Inc.** All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	**Mennen Co.** All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	**Peter Paul, Inc.** Candy Bars	CBS	Maxon, Inc.
Frankie Lane Show	**U. S. Army & U. S. Air Force** Recruiting Service	CBS	Grant Advertising, Inc.
Front Page Farrell	**Whitehall Pharmacal Co.** Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Fulton Lewis At Home	**Acousticon Div. of Dictograph Products Inc.** Hearing Aids	MBS	Atherton Adv. Agency & McCreery, Quick & McElroy

G

Gabriel Heatter	**American School** Home Study Courses	MBS	Olian Adv. Co.
Gabriel Heatter	**Amurol Products Co. Inc.** Tooth Powder	MBS	O'Neil, Larson & McMahon
Gabriel Heatter	**Beltone Hearing Aid Co.** Hearing Aids	MBS	Olian Adv. Co.
Gabriel Heatter	**Noxema Chemical Co.** Noxema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.

Gabriel Heatter	**Pearson Pharmacal Co.** Ennds & Eyegene	MBS	Harry B. Cohen, Adv. Co.
Gabriel Heatter	**Personna Blade Co.** Razor Blades	MBS	J. D. Tarcher
Gabriel Heatter	**Rhodes Pharmacal Co.** Indrin	MBS	O'Neil, Larson & McMahon
Gabriel Heatter—News	**VCA Labs.** Rybutol	MBS	Harry B. Cohen Adv. Co., Inc.
Galen Drake	**Economics Laboratory, Inc.** Soilax	CBS	Cunningham & Walsh, Inc.
Galen Drake	**Sonotone Corp.** Sonotone Hearing Aid	CBS	Lloyd, Chester & Dillingham, Inc.
Gangbusters	**General Foods Corp.** Grape Nuts	CBS	Young & Rubicam
Garden Gate	**Ferry-Morse Seed Co.** Seeds	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	**Wm. Wrigley, Jr. Co.** Doublemint Gum	CBS	Ruthrauff & Ryan, Inc.
George Fisher, Hollywood Reporter	**La Maur, Inc.** Modart Creme Shampoo	CBS	Hilton & Riggio, Inc.
Georgia Crackers	**Airways Corp.** Dutch Bulbs	MBS	Dorland, Inc.
Get More Out of Life	**Wm. H. Wise & Co.** Books	CBS	Thwing & Altman, Inc.
Get More Out of Life	**Wm. H. Wise & Co.** Books	MBS	Thwing & Altman, Inc.
Giant in a Snare	**Time, Inc.** Time Magazine	CBS	Young & Rubicam
Giants-Dodgers Playoff Games	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	MBS	Wm. Esty Co.
Gillette Fights	**Gillette Safety Razor Co.** Gillette Blue Blades Brushless & Lather Creams	ABC	Maxon, Inc.
Gillette Warm-Up Time	**Gillette Safety Razor Co.** Razors & Blades	MBS	Maxon, Inc.
Gillette Warm-Up Time	**Toni Co.** Toni Home Permanent & Shampoo	MBS	Foote, Cone & Belding Co.
Give and Take	**Cannon Mills, Inc.** Cannon Hosiery, Sheets, Towels	CBS	Young & Rubicam
Give and Take	**Gillette Safety Razor Co.—Toni Div.** Toni Home Permanent, Cream Shampoo	CBS	Foote, Cone & Belding Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey Digest	**Reddi-Wip Inc.** "Reddi-Wip" Cream	CBS	Ruthrauff & Ryan, Inc.
Golden West Trotting	**Reynolds Metals Co.** Institutional	CBS	Buchanan & Co., Inc.
Grady Cole	**General Foods Corp.** Calumet	CBS	Foote, Cone & Belding Co.
Grady Cole	**Quaker Oats Co.** Quaker Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Grand Central Station	**Gillette Safety Razor Co.—Toni Div.** Prom Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
Grand Central Station	**Pillsbury Mills, Inc.** Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll and Cake Mix	CBS	Leo Burnett, Inc.
Grand Ole Opry	**R. J. Reynolds Tobacco Co.** Prince Albert Tobacco	NBC	William Esty Co.
Grand Slam	**Sylvania Electric Products, Inc.** "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Grantland Rice—Sport News	**Sylvania Electric Products, Inc.** "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Great Gildersleeve	**Kraft Foods Co.** Parkay, Velveeta, Kraft DeLuxe Sliced Cheese	NBC	Needham, Louis & Brorby
Greatest Story Ever Told	**Goodyear Tire & Rubber Co.** Institutional	ABC	Kudner Agency
Griffin Bancroft	**Sealy Mattress Co.** Mattresses	CBS	Alvin Wilder
Griffin Bancroft	**Wildroot Co., Inc.** Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Guiding Light	**Procter & Gamble Co.** Ivory Flakes, Duz	CBS	Compton Advertising, Inc.
Guy Lombardo Time	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

H

Hal Peary Show	**Chrysler Corp.** Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Hal Peary Show	**U. S. Army & U. S. Air Force** Recruiting Service—Recruiting Services	CBS	Grant Advertising, Inc.
Hallmark Playhouse	**Hall Brothers Co.** "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding Co.

Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young & Rubicam
Hambletonian Stakes	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin	CBS	Duane Jones Co., Inc.
Harry Babbitt Show	S. & W. Fine Foods, Inc. Foods & Coffee	CBS	Foote, Cone & Belding Co.
Headline News	S. C. Johnson & Son, Inc. Waxes & Finishes	MBS	Needham, Louis & Brorby
Headlines in the News	Serutan Co. Serutan, Nutrex, Lemel, Histaline, RDX, Hi-V	ABC	Roy S. Durstine, Inc.
Health Quiz	American Protam Corp. Protam, A Food Supplement	MBS	Dowd, Redfield & Johnstone, Inc.
Heartbeat in the News	Serutan, Inc. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	ABC	Roy S. Durstine, Inc.
Hearthstone of the Death Squad	General Motors Corp. Pontiac Motor Div.—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
Henry J. Taylor	General Motors Cars and Services	ABC	Kudner Agency
High Life Revue	Miller Brewing Co. Beer	ABC	Mathisson & Associates, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Geoffrey Wade Advertising
Hollywood Gold Cup Handicap	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Party	The LeBlanc Corp. Hadacol	MBS	Majestic Adv. Agency
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Stars on Stage	Ronson Art Metal Works Lighters & Accessories	ABC	Grey Advt. Agency
Hopalong Cassidy	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Horace Heidt Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hour of Decision	**Billy Graham (Evangelistic Assn.)** Institutional	ABC	Walter F. Bennett Co.
House Party	**Pillsbury Mills, Inc.** Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll, and Cake Mix	CBS	Leo Burnett Co., Inc.
Hudson Coal Miners	**Hudson Coal Co.** Coal	NBC	Clements Co., Inc.
Human Side of the News, The	**Pan American Coffee Bureau** Coffee	ABC	Federal Advt. Agency
Human Side of the News, The	**Serutan Co.** Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel	ABC	Roy S. Durstine, Inc.
	I		
Ice Follies of 1952	**Shipstad & Johnson** Institutional	MBS	Walter McCreery, Inc.
Inner Sanctum	**Mars, Inc.** Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.
Inside News of Hollywood	**Hazel Bishop, Inc.** Lipstick	ABC	Raymond Spector Co.
Inside the Doctor's Office	**Wafex, Inc.** Wafex Reducing Tablet	MBS	Grady & Wagner Co., Inc.
International Finals of Golden Gloves Bouts	**Admiral Corp.** Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
Ira Blue Sports	**Lucky Lager Brewing Co.** Beer and Ale	ABC	McCann-Erickson, Inc.
It Happens Every Day	**Gillette Safety Razor Co.** Toni Div.—Prom Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
	J		
Jack Benny Show	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Berch Show	**Prudential Insurance Co. of America** Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jack Berch Show	**Prudential Insurance Co. of America** Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jacques Fray and His Piano	**Book Associates** Books	MBS	Huber Hoge & Sons
Jay Stewart Fan Mail	**North American Van Lines, Inc.** Transportation of Household Goods	CBS	Castor & Associates

Jay Stewart Fan Mail	**North American Van Lines** Dealers and Services	ABC	Joseph Castor & Associates
Jergens-Woodbury Journal	**Andrew Jergens Co.** Hand Lotion, Face Cream, Face and Body Powders	ABC	Robert W. Orr & Associates
Joe Emerson's Hymn Time	**General Mills, Inc.** Red Band Flour	ABC	Knox Reeves Adv.
Joey Maxim vs. Bob Murphy Bout	**Pabst Sales Co.** Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
John B. Kennedy	**Serutan Co.** Serutan, Nutrex, RDX, Hi-V, Sedagel, Geritol	ABC	Roy S. Durstine, Inc.
John Cameron Swayze	**Belmont Radio Corp.** Raytheon Television Sets	NBC	Henri, Hurst & McDonald
Johnny Dollar	**Wm. Wrigley, Jr. Co.** Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Joyce Jordan, M.D.	**Lever Bros.** Surf	ABC	N. W. Ayer & Son
Judy Canova Show	**Colgate-Palmolive-Peet Co.** Halo Shampoo	NBC	Ted Bates
Julian Bentley	**Puritan Co. of America** Foods, Food Packers, Importers	CBS	Schwimmer & Scott, Inc.
Just Plain Bill	**Whitehall Pharmacal Co.** Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Juvenile Jury	**General Foods Sales Corp.** Gaines Dog Food	MBS	Benton & Bowles, Inc.

K

Kenneth Banghart and the News	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kentucky Club, Lineup Time & Football Scoreboard	**Mail Pouch Tobacco Co.** Kentucky Club Pipe Tobacco	MBS	Chas. W. Hoyt
Kentucky Derby	**Gillette Safety Razor Co.** Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Kid Gavilan vs. Billy Graham	**Pabst Sales Co.** Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Kings Row	**Colgate-Palmolive-Peet Co.** Fab	CBS	Wm. Esty & Co., Inc.
Kings Row	**Colgate-Palmolive-Peet Co.** Fab	NBC	Wm. Esty & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	**Sterling Drug, Inc.** Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Danderine, Energine & Ionized Yeast	MBS	Dancer-Fitzgerald-Sample, Inc.
Lanny Ross	**Curtis Circulation Co.** Ladies Home Journal	MBS	Batten, Barton, Durstine & Osborn, Inc.
Larry Lesueur and the News	**Procter & Gamble Co.** Ivory Bar Soap	CBS	Compton Advertising, Inc.
Larry Lesueur and the News	**Richfield Oil Corp. of N. Y.** Richfield Gas & Oil	CBS	Morey, Humm & Johnstone, Inc.
Les Griffith and the News	**Procter & Gamble** Ivory Soap	ABC	Compton Adv.
Les Higbie and the News	**American Tobacco Co.** Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Go With Ralph Flanagan	**U. S. Army & U. S. Air Force** Recruiting	ABC	Grant Adv.
Let's Pretend	**Cream of Wheat Corp.** Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Life Can Be Beautiful	**Procter & Gamble Co.** Tide	NBC	Benton & Bowles, Inc.
Life of Riley	**Pabst Sales Co.** Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Life With Luigi	**Wm. Wrigley, Jr. Co., Inc.** Spearmint Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Light and Life Hour	**Free Methodist Church of North America**	ABC	Walter F. Bennett & Co.
Light Crust Dough Boys	**Burrus Mill & Elevator Co.** Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Live Like a Millionaire	**General Mills** Bisquick, Crustquick, Wheaties	NBC	Knox Reeves Adv., Inc.
Lone Journey	**Lever Bros.** Surf, Detergent	ABC	N. W. Ayer & Son
Lone Ranger, The	**American Bakeries Co.** Merita Bread, Cake, Soda Crackers	ABC	Tucker Wayne & Co.
Lone Ranger, The	**General Mills, Inc.** Cheerios, Cake Mixes	ABC	Dancer-Fitzgerald-Sample, Inc.
Lorenzo Jones	**Procter & Gamble Co.** Cheer	NBC	Young & Rubicam

Lou Childre	**Quaker Oats Co.** Quaker Grits, Aunt Jemima, Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Louis-Walker Fight	**Pabst Sales Co.** Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Lowell Thomas	**Procter & Gamble Co.** Ivory Soap	CBS	Compton Advertising Inc.
Lucky U Ranch	**Planters Nut & Choc. Co.** Planter's Salted Peanuts	ABC	Raymond R. Morgan Co.
Luncheon Club	**Philip Morris & Co.** Cigarettes	ABC	Cecil & Presbrey
Lutheran Hour, The	**Lutheran Laymen's League** Institutional	ABC	Gotham Adv. Co., Inc.
Lutheran Hour	**Lutheran Laymen's League** Institutional	MBS	Gotham Adv. Co., Inc.
Lux Radio Theatre	**Lever Brothers Co.** Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	**Procter & Gamble Co.** Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Man Next Door	**U. S. Tobacco Co.** Copenhagen, Banjo Snuff, Rooster Red Seal Snuff	MBS	Kudner Agency
Man on the Farm	**Quaker Oats Co.** Mother's Preumium Oats & Ful-O-Pep Feed	MBS	Sherman & Marquette, Inc.
Maria Webster	**Bank of America National & Savings Association** Banking Services	CBS	Chas. R. Stuart Adv., Inc.
Mario Lanza Show	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Mario Lanza Show	**Coca-Cola Company** Coca-Cola	NBC	D'Arcy Advertising Co., Inc.
Mark Trail	**Kellogg Co.** Cereals, Dog Foods, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Mark Trail	**Kellogg Co.** All Products	MBS	Kenyon & Eckhardt, Inc.
Martin Kane—Private Eye	**U. S. Tobacco Co.** Old Briar, Model, Tweed & Dill's Best	MBS	Kudner Agency
Martin Kane—Private Eye	**United States Tobacco Co.** Tobacco & Tobacco Products	NBC	Kudner Agency, Inc.
Mary Lee Taylor	**Pet Milk Sales Corp.** Pet Milk	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Frank Sinatra	**Bymart, Inc.** Tintair	CBS	Cecil & Presbrey, Inc.
Meet Frank Sinatra	**Luden's, Inc.** Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Meet the Missus	**Leslie Sale Co.** Salt	CBS	Long Adv. Service
Mel Allen's Popsicle Clubhouse	**Joe Lowe Corp.** Popsicles & Other Frozen Confection Products	MBS	Blaine-Thompson Co.
Memory Book	**Book Associates** Books	CBS	Huber Hoge & Sons
Metropolitan Opera	**Texas Co.** Gasoline and Motor Oils	ABC	Kudner Agency
Mr. and Mrs. Blandings	**Trans World Airlines, Inc.** Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Mr. and Mrs. North	**Colgate-Palmolive-Peet Co.** Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Mr. Chameleon	**Sterling Drug Inc.** Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	**Bristol Myers** Sal Hepatica, Vitalis, Ipana Toothpaste	ABC	Young & Rubicam, Inc.
Mr. District Attorney	**Bristol-Myers Co.** Ipana, Trushay, Sal Hepatica	NBC	Young & Rubicam, Inc.
Mr. Keen, Tracer of Lost Persons	**American Home Products Corp. (Whitehall Pharmacal Co. Div.)** Anacin, Kolynos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Mr. Mercury	**General Mills, Inc.** Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Modern Romances	**Norwich Pharmacal Co.** Pepto Bismol, Unguentine	ABC	Benton & Bowles
Modern Romances	**Philip Morris & Co.** Cigarettes	ABC	Cecil & Presbrey
Monday Morning Headlines	**Seeman Bros.** Air Wick	ABC	Wm. H. Weintraub & Co.
Music With the Hormel Girls	**George A. Hormel Co.** Hormel Meat Products	NBC	Batten, Barton, Durstine & Osborn, Inc.
Musical Merry-Go-Round	**Radio Corp. of America** Radios and Television Sets	NBC	J. Walter Thompson
Mutual Newsreel	**Acousticon Div. of Dictograph Products Inc.** Hearing Aids	MBS	Atherton Adv. Agency

Mutual Newsreel	**Blatz Brewing Co.** Blatz Beer	MBS	Wm. H. Weintraub Co., Inc.
Mutual of Omaha Calling	**Mutual Benefit Health & Accident Assn.** Insurance	MBS	Bozell & Jacobs, Inc.
My Friend Irma	**Lever Brothers Co.** Pepsodent Toothpaste	CBS	Foote, Cone & Belding Co.
My True Story	**Sterling Drug, Inc.** Phillips Milk of Magnesia, Bayer Aspirin	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Singer	**Gillette Safety Razor Co.** Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Mystery Theatre	**Sterling Drug Inc.** Bayer Aspirin, Dr. Lyon's Tooth Powder	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	**Allis-Chalmers Mfg. Co.** Farm Equipment	NBC	Bert S. Gittins Adv.
News of the World	**Miles Laboratories, Inc.** Alka-Seltzer	NBC	Geoffrey Wade Adv.
News of Tomorrow	**Sterling Drug, Inc.** Molle, Bayer Aspirin, Phillips Milk of Magnesia	ABC	Dancer-Fitzgerald-Sample, Inc.
Nick Carter	**Cudahy Packing Co.** Old Dutch Cleanser	MBS	Grant Advertising, Inc.
Nick Carter	**Pontiac Motor Div.—General Motors Corp.** Pontiac Autos	MBS	MacManus, John & Adams, Inc.
No School Today	**Block Drug Co.** Amm-i-dent Tooth Paste & Powder	ABC	Cecil & Presbrey
Nona From Nowhere	**B. T. Babbitt, Inc.** Bab-O-Glim	CBS	Duane Jones Co., Inc.

O

Old Fashioned Revival Hour	**Gospel Broadcasting Assn.** Institutional	ABC	R. H. Alber Co.
On the Line With Bob Considine	**Mutual Benefit Health & Accident Assn. of Omaha** Insurance	NBC	Bozell & Jacobs
One Man's Family	**Miles Laboratories, Inc.** Bactine, Alka-Seltzer, Tabcin, One-A-Day Vitamins	NBC	Geoffrey Wade Adv.
One Man's Opinion	**Philip Morris & Co.** Cigarettes	ABC	Cecil & Presbrey
Orange Bowl Game	**Gillette Safety Razor Co.** Gillette Safety Razor, Blades, Shaving Cream	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	**P. Lorillard Co.** Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	**American Home Products Corp. (Whitehall Pharmacal Co. Div.)** Anacin	CBS	John F. Murray Adv. Agency, Inc.
Our Miss Brooks	**Colgate-Palmolive-Peet Co.** Colgate Dental Cream, Palmolive Shave Cream	CBS	Ted Bates & Co.

P

Pabst Blue Ribbon Bouts	**Pabst Sales Co.** Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Paul Harvey—News	**Burton-Dixie Corp.** Mattresses & Pillows	ABC	Turner Adv. Agency
Peggy Lee Show	**Rexall Drug Co.** All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
People Are Funny	**Brown & Williamson Tobacco Co.** Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
People Are Funny	**Mars, Inc.** Mars Candy Bars	CBS	Leo Burnett Co.
People, Places & Things	**Acousticon Div. of Dictograph Products, Inc.** Hearing Aids	MBS	Atherton Adv. Agency
Pepper Young's Family	**Procter & Gamble** Camay Soap	NBC	Peldar & Ryan, Inc.
Perry Mason	**Procter & Gamble Co.** Tide	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	**Radio Corp. of America** Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson Co.
Phil Regan Show	**Pepsi-Cola Co.** Pepsi-Cola	CBS	The Biow Co., Inc.
Philip Morris Playhouse	**Philip Morris & Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Philip Morris Playhouse on Broadway	**Philip Morris & Co., Ltd.** Philip Morris Cigarettes	NBC	The Biow Co., Inc.
Piano Book	**Book Associates** Books	CBS	Huber Hoge & Sons
Portia Faces Life	**General Foods Corp.** Corn Starch, Tapioca, Jell-O	NBC	Young & Rubicam, Inc.
Protam Quiz	**Protam Corp.** Protam	CBS	Dowd, Redfield & Johnstone, Inc.

Preakness Stakes	**Gillette Safety Razor Co.** Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Pursuit	**Sterling Drug Inc.** Double Danderine, Ironized Yeast, Phillips Milk of Magnesia	CBS	Dancer-Fitzgerald-Sample, Inc.
Pursuit	**Wm. Wrigley, Jr. Co.** Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.

Q

Queen for a Day	**Kraft Foods Co.** Various Kraft Products	MBS	J. Walter Thompson Co.
Queen for a Day	**P. Lorillard Co.** Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc.
Quick as a Flash	**Block Drug Co.** Amm-i-dent Tooth Paste and Powder, Minipoo	ABC	Cecil & Presbrey
Quiz Kids	**Miles Laboratories, Inc.** Alka-Seltzer	NBC	Wade Advertising Agency

R

Radio Bible Class	**Radio Bible Class** Institutional	MBS	Stanley G. Boynton Co.
Ralph Story Show	**Bank of America National Trust & Savings Assn.** Banking Services	CBS	Chas. R. Stuart Adv.
Rate Your Mate	**Wm. Wrigley, Jr. Co.** Doublemint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Red Skelton Program	**Borg-Warner Corp.** Norge Div.——Norge Refrigerators, Washers, Water Heaters, Gas & Electric Ranges & Freezers	CBS	Russel M. Seed Co., Inc.
Red Skelton Program	**Packard Motor Car Co.** Packard Cars	CBS	Young & Rubicam, Inc.
Red Skelton Program	**Procter & Gamble Co.** Tide	CBS	Benton & Bowles, Inc.
Refreshment Time With Morton Downey	**Coca-Cola Co.** Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Renfro Valley Sunday Morning Gatherin'	**General Foods Corp.** Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Renfro Valley—Country Store	**General Foods Corp.** Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Rex Allen Show	**Phillips Petroleum Co.** "Phillips 66" Gasoline & Motor Oil	CBS	Lambert & Feasley, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Richard Diamond, Private Detective	**R. J. Reynolds** Camel Cigarettes, Prince Albert Tobacco	ABC	Wm. Esty Co.
Right to Happiness	**Procter & Gamble Co.** Ivory Soap, Duz	NBC	Compton Advertising, Inc.
Road of Life	**Procter & Gamble Co.** Crisco	NBC	Compton Advertising, Inc.
Robert Hurleigh—News	**Miller Brewing Co.** Miller "High Life" Beer	MBS	Mathisson & Associates, Inc.
Robert Montgomery Speaking	**Frank H. Lee Co.** Lee Hats	ABC	Grey Adv.
Robert Q. Lewis Show	**Gillette Safety Razor Co.** Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Robert Q. Lewis Show	**Lever Brothers Co.** Rinso	CBS	Ruthrauff & Ryan, Inc.
Robert Q. Lewis Show	**Liggett & Myers Tobacco Co., Inc.** Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	**National Biscuit Co.** All Products	CBS	McCann-Erickson, Inc.
Robert Q. Lewis Show	**Pillsbury Mills, Inc.** Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll & Cake Mix	CBS	Leo Burnett Co., Inc.
Rod & Gun Club of the Air	**Pal Blade Co., Inc.** Pal Razor Blades	MBS	Al Paul Lefton Co., Inc.
Romance	**Wm. Wrigley, Jr. Co.** Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	**American Home Products Corp.** Whitehall Pharmacal Co. Div.	CBS	John F. Murray Adv., Inc.
Romance of Helen Trent	**American Home Products Corp.** Whitehall Pharmacal Co. Div.	CBS	W. Earl Bathwell, Inc.
Romance of Helen Trent	**American Home Products Corp.** Whitehall Pharmacal Co. Div.	CBS	Duane Jones Co., Inc.
Rose Bowl Game	**Gillette Safety Razor Co.** Gillette Safety Razors, Blades, Shave Cream	CBS	Maxon, Inc.
Rosemary	**Procter & Gamble Co.** Ivory Snow, Prell	CBS	Benton & Bowles, Inc.
Ross, Lanny	**Acousticon Div. of Products, Inc.** Hearing Aids	MBS	Atherton Adv. Agency
Roy Rogers	**General Foods Corp.** Post Cereals	NBC	Benton & Bowles, Inc.

Sammy Kaye Sunday Serenade	**Sylvania Electric Products** Television Receivers and Radios	ABC	Roy S. Durstine, Inc.
Sanka News Roundup	**General Foods** Sanka Coffee	ABC	Young & Rubicam, Inc.
Second Mrs. Burton	**General Foods Corp.** Post's Cereals, Postum, Swans Down Flour, Pectin	CBS	Young & Rubicam, Inc.
Sergeant Preston of the Yukon	**Quaker Oat Co.** Quaker Puffed Grains and/or Other Products	MBS	Sherman & Marquette, Inc.
Sheriff, The	**American Chicle Co.** Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Sheriff, The	**Pacific Coast Borax Co.** Mule Team Borax and Boraxo	ABC	McCann-Erickson, Inc.
Sheriff, The	**Procter and Gamble** Ivory Soap	ABC	Compton Adv.
Sid Walton Show	**Niresk Industries** "Baby Blue Eyes" Doll	CBS	Huber Hoge & Sons, Inc.
Sidney Walton	**Airways Corp.** Dutch Bulbs	MBS	Dorland, Inc.
Sidney Walton—News	**Book Associates** Books	MBS	Huber Hoge & Sons
Silver Eagle, The	**General Mills, Inc.** Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Silver Sports Edition	**Nic-L-Silver Battery Co.** Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Sing It Again	**Carter Products, Inc.** Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	**Luden's, Inc.** Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Sing It Again	**Sterling Drug Inc.** Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Sky King	**Derby Foods, Inc.** Peter Pan Peanut Butter & Peanut Products	MBS	Needham, Louis, & Brorby, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	**Brown Shoe Co.** Buster Brown Shoes	NBC	Leo Burnett Co.
Soap Box Derby	**General Motors Corp.** Chevrolet Motor Div.—Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
Somerset Maugham Theatre	**Bymart, Inc.** Tintair	CBS	Cecil & Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Somerset Maugham Theatre	**Bymart-Tintair, Inc.** Tintair, Lightning Change	NBC	Cecil & Presbrey, Inc.
Songs for Sale	**Carter Products, Inc.** Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	**Chrysler Corp.** Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Space Patrol	**Ralston Purina Co.** Wheat Chex, Rice Chex, Instant Cereal	ABC	Gardner Adv. Agency
Stars Over Hollywood	**Armour & Co.** Canned Meats, Sausage, Franks, Dial Soap	CBS	Foote, Cone & Belding Co.
Stars Over Hollywood	**Carnation Co.** Evaporated Milk	CBS	Erwin Wasey & Co., Ltd.
Stella Dallas	**Sterling Drug, Inc.** Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	**American Chicle Co.** Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	**P. Lorillard Co.** Old Cold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	**Mars, Inc.** Milky Way, Forever Yours, Mars	ABC	Leo Burnett, Inc.
Stop the Music	**Procter & Gamble** Ivory Soap	ABC	Compton Adv.
Straight Arrow	**National Biscuit Co.** Nabisco Shredded Wheat	MBS	McCann-Erickson, Inc.
Strange Romance of Evelyn Winters, The	**Philip Morris & Co.** Cigarettes	ABC	Cecil & Presbrey
Strike It Rich	**Colgate-Palmolive-Peet Co.** Palmolive Soap, Vel, Colgate Dental Cream, Halo	CBS	Wm. Esty & Co., Inc.
Strike It Rich	**Colgate-Palmolive-Peet Co.** Vel, Halo, Colgate Dental Cream	NBC	Wm. Esty & Co., Inc.
Sunoco Three Star Extra	**Sun Oil Company** Oil, Fuel Oil, Sunoco Gas	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Suspense	**Electric Auto-Lite Co.** Spark Plugs, Batteries, Ignition Systems	CBS	Cecil & Presbrey, Inc.
Symphonette	**Longines-Wittnauer Watch Co.** Longines Watches	CBS	Victor A. Bennett Co.

T

Talent Scouts With Herb Shriner	**Lever Brother Co.** Thomas J. Lipton, Inc.—Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam, Inc.

Talk Back With Happy Felton	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
The Bickersons	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
The Bill Lang Show	Book Associates Books	MBS	Huber Hoge & Sons
The Falcon	Kraft Foods Co. Kraft DeLuxe Slices	NBC	J. Walter Thompson Co.
The Gabby Hayes Show	Quaker Oat Co. Quaker Oats, Mother's Oats and/or Other Products	MBS	Sherman & Marquette, Inc.
The Green Hornet	Orange-Crush Co. Orange-Crush & Old Colony Beverages	MBS	Fitzmorris & Miller Adv.
The Law and You	Book Associates Books	CBS	Huber Hoge & Sons
The Law and You	Book Associates Books	MBS	Huber Hoge & Sons
The Lineup	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
The Lineup	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising Inc.
The Lineup	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff Co.
The Magic of Believing	Book Associates Books	CBS	Huber Hoge & Sons
The Magic of Believing	Book Associates Books	MBS	Huber Hoge & Sons
The Railroad Hour	Association of American Railroads Institutional	NBC	Benton & Bowles
The Red Foley Show	Swift & Company Jewel Shortening & Salad Oil	NBC	J. Walter Thompson Co.
The Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman & Marquette, Inc.
The Shadow	U. S. Army & U. S. Air Force Recruiting	MBS	Grant Adv. Agency
The Shadow	Wildroot Co., Inc. Wildroot Toilet Preps, & "Frostilla" Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
The $64 Question	Radio Corporation of America Radio and Television Sets	NBC	Biow Co., Inc.
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Tide Show Starring Jack Smith, Dinah Shore, Ginny Simms	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
The Whistler	Signal Oil Co. Gasoline & Oil	CBS	Barton A. Stebbins Adv. Agency
The Woman in My House	Manhattan Soap Co., Inc. Sweetheart Soap	NBC	Schneideler, Beck & Werner
Theatre Guild on the Air	United States Steel Corp. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Theatre of Famous Radio Players	Lewis Food Co. Dog & Cat Food Products	CBS	Rockett-Lauritzen
This Is Nora Drake	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
This Is Nora Drake	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub Co., Inc.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Warwick & Legler
This Thing Called Life	Institute of Religious Science Institutional	ABC	Raymond R. Morgan Co.
This Was 1951	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Today in Hollywood	General Mills, Inc. Kix	ABC	Tatham-Laird
Tom Hanlon's Press Box	Apple Valley Inn Hotel Hotel	CBS	Swafford & Co.
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Top Guy, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Top of the Week	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Tom Harmon's Pigskin Predictions	Brewing Corp. of America Carling's Red Cap Ale, Black Label Beer	CBS	Benton & Bowles, Inc.
Tom Harmon—Sports	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Trotting Races, The	Reynolds Metals Co. Institutional	ABC	Buchanan & Co.
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Finlay, Marley & Hodgson, Inc.
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

Tums Hollywood Theatre	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters & Ronsonol Fuel	MBS	Grey Adv. Agecny

U

Under Arrest	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
Under Arrest	Airways Corp. Rose Garden	MBS	Dorland, Inc.

V

Vandeventer and the News	Capehart-Farnsworth Corp. Television Sets	MBS	J. M. Mathes, Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Victor Borge	Kellogg Co. Cereals, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Victor Borge	Kellogg Co. Gro-Pup & Gold Medal Spaghetti & Macaroni	MBS	Kenyon & Eckhardt, Inc. Leo Burnett Co.
Victor H. Lindlahr	Serutan Co. Serutan, Nutrex, RDX, Lemel	ABC	Roy S. Durstine, Inc.
Visitin' Time	Morton Salt Co. Morton Salt	CBS	Kalu-Van Pieterson-Dunlap Associates, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy, The	The Voice of Prophecy, Inc. Institutional	ABC	Western Adv. Agency
Voice of Prophecy, The	Voice of Prophecy, Inc. Institutional	MBS	Western Advertising, Inc.

W

Walter Winchell	Warner-Hudnut, Inc. Richard Hudnut Products	ABC	Kenyon & Eckhardt
War Front, Home Front	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
We Love and Learn	Manhattan Soap Co., Inc. Sweetheart Soap	NBC	Duane Jones Co., Inc.
Welcome Travelers	Procter & Camble Co. Lava, Spic & Span, Joy, Prell	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wendy Warren and the News	**General Foods Corp.** Maxwell House Coffee, Instant Coffee	CBS	Benton & Bowles, Inc.
When a Girl Marries	**General Foods** Instant Maxwell House Coffee	ABC	Benton & Bowles, Inc.
When a Girl Marries	**General Foods Corp.** Calumet, Regular Swansdown	NBC	Benton & Bowles, Inc.
Wild Bill Hickok	**Kellogg Co.** All Products	MBS	Leo Burnett Co., Inc.
Wildroot Sports Summary	**Wildroot Co., Inc.** Wildroot Cream Oil Hair Tonic	MBS	Batten, Barton, Durstine & Osborne, Inc.
Will Rogers	**American Chicle Co.** Dentyne, Chiclets and Beeman's Gum	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Wismer's Wildroot Scoreboard	**Wildroot Co.** Wildroot Hair Preparation	ABC	Batten, Barton, Durstine & Osborn, Inc.
Witness Time	**American Soul Clinic** Institutional	ABC	J. M. Camp & Co.
World News Roundup	**Greystone Press** Books	CBS	Huber Hoge & Sons
World Series of 1951	**Gillette Safety Razor Co.** Razors & Blades	MBS	Maxon, Inc.
World Today	**Seeman Brothers, Inc.** Air Wick	CBS	Wm. H. Weintraub & Co., Inc.
X			
You Bet Your Life	**De Soto-Plymouth Dealers** Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
Young Dr. Malone	**Procter & Gamble Co.** Crisco, Joy	CBS	Compton Advertising, Inc.
Young Widder Brown	**Sterling Drug Inc.** Bayer Aspirin, Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	**Benjamin Moore & Co.** Paints & Varnish	MBS	St. Georges & Keyes, Inc.
Your Legal Adviser	**Book Associates** Books	MBS	Huber Hoge & Sons
Z			
Zeke Manners	**Western Stove Co.** Western Holly Gas Ranges	ABC	Brooks Adv. Agency

FM STATIONS IN OPERATION

As of Jan. 1, 1952

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albertville	WAVU-FM	Sand Mountain Bcstg. Svc.	105.1	Pat M. Courington, Pres.
Alexander City	WRFS-FM	Piedmont Service Corp.	106.1	James L. Coley, Pres.
Andalusia	WCTA-FM	Andalusia Bcstg Co., Inc.	98.1	J. Dige Bishop, Exec. V.-P.
Anniston	WHMA-FM	Anniston B'casting Co.	100.5	Harry M. Ayers, Pres.
Bessemer	WJLN	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM	Voice of Ala., Inc.	99.5	E. Norton, Bd. Chmn.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Cullman	WFMH-FM	The Voice of Cullman	100.9	B. C. Eddins
Decatur	WHOS-FM	N. Ala. Bcstng. Co.	92.5	B. C. Shelton, Chief Exec.
Gadsden	WJBY-FM	Gadsen Bcstg. Co., Inc.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	J. F. Neal, Gen. Mgr.
Lanett	WRLD-FM	Valley Bcstng. Co., Inc.	102.9	J. C. Henderson, Pres.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRG-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Montgomery	WCOV-FM	Estate of G. W. Covington	94.5	Hugh Smith, Gen. Mgr.

ARIZONA

Mesa	KTYL-FM	Sun Valley Bcstg. Co.	104.7	Dwight Harkins, Pres.

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Pres. & Gen. Mgr.
Conway	KCON-FM	Conway Bcstg. Co.	97.7	J. E. Clayton, Pres.
Fort Smith	KFPW-FM	Tulsa Bcstng. Co.	94.9	John Esau, Vice Pres. & Gen. Mgr.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	Jay P. Beard, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Sr., Pres.

CALIFORNIA

Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	James L. McDowell, Gen. Mgr.
Berkeley	KPFA	Pacifica Foundn.	104.5	Lewis Hill, Exec. Dir.
Berkeley	KRE-FM	Central Calif. Bcsters.	102.9	Arthur Westlund, Pres.
Chico	KVCI	Golden Empire Bcstg. Co. Inc.	101.2	Mrs. Hugh McClung, Pres.
Eureka	KRED	Redwood Bcstg. Co., Inc.	96.3	William B. Smullin, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KMJ-FM	McClatchy Bcstg. Co.	97.9	Eleanor McClatchy, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	Paul R. Bartlett, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Robert Kintner, Pres.
Hollywood	KFMV	Union Bcstg. Corp. of Calif.	94.7	Cliff T. Mayer, Pres.
Hollywood	KHJ-FM	Thomas S. Lee Entprs.	101.1	Willet H. Brown, Pres.
Long Beach	KFOX-FM	Nichols & Warinner, Inc.	102.3	Hal G. Nichols, Pres.
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Los Angeles	KFAC-FM	Los Angeles Bcstg. Co., Inc.	104.3	Calvin J. Smith, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	Wm. F. McCrystall, Gen. Mgr.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Wm. D. Shaw, Gen. Mgr.
Los Angeles	KRKD-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Marysville	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Merced	KVME	Merced Bcstg. Co.	97.5	Mrs. Hugh McClung, Pres.
Modesto	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co., Inc.	104.1	William H. Bates, Jr., Pres.
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Ontario	KEDO	The Daily Report Co.	93.5	Mrs. Jerene Appleby Harnish, Pres.
Pasadena	KWKW-FM	S. Calif. Bcstg. Co.	98.3	Marshall S. Neal, Pres.
Redding	KVRE	Golden Empire Bcstg. Co.	103.9	Mrs. Hugh McClung, Pres.
Riverside	KPOR	Bcstg. Corp of America	97.5	W. E. Gleeson, Pres.
Sacramento	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
San Bruno	KSBR	Radio Diablo, Inc.	100.5	Orrin H. Brown, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Francisco	KCBS-FM	Columbia Bcstg. Co., Inc.	103.7	Frank Stanton, Pres.
San Francisco	KDFC	Sundial Bcstg. Corp.	102.1	William R. Crocker, Pres.
San Francisco	KGO-FM	American Bcstg. Co.	106.1	Robert Kintner, Pres.
San Francisco	KGSF	Warners Bros.	97.3	S. W. Warner, Gen. Mgr.
San Francisco	KNBC-FM	National Bcstg. Co.	99.7	Joseph H. McConnell, Pres.
San Francisco	KRON-FM	Chronicle Pub. Co.	96.5	Charles Thieriot, Gen. Mgr.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
San Jose	KSJO-FM	Santa Clara Bcstg. Co.	95.3	Patrick H. Peabody, Pres.
Santa Ana	KVOE-FM	Voice of the Orange Empire, Inc.	96.7	Ernest L. Spencer, Pres.
Stockton	KGDM-FM	E. F. Peffer	92.9	E. F. Peffer, Pres.
COLORADO				
Denver	KFEL-FM	Eugene P. O'Fallon, Inc.	97.3	Gene O'Fallon, Gen. Mgr.
Denver	KLZ-FM	Aladdin Radio & TV Co.	94.1	Hugh B. Terry, Mgr.
Denver	KOA-FM	National Bcstg. Co.	95.7	Joseph H. McConnell, Pres.
CONNECTICUT				
Greenwich	WGCH	Greenwich Bcstg. Corp.	95.9	Walter S. Lemmon, Pres.
Hartford	WDRC-FM	The Conn. Bcstg. Co.	93.7	Franklin M. Doolittle, Pres.
Hartford	WTIC-FM	Travelers Bcstg. Service Corp.	96.5	Paul W. Morency, V.-P.
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	Carl A. Schultz, Pres.
New Haven	WBIB	The Colony Bcstg. Corp.	100.7	Samuel Botwinik, Pres.
New Haven	WELI-FM	Conn. Radio Foundation	107.9	Harry C. Wilder, Pres.
New Haven	WNHC-FM	Elm City Bcstg. Corp.	99.1	Patrick J. Good, Pres.
Stamford	WSTC-FM	The Western Conn. Bcstg. Co.	96.7	Kingsley Gillespie, Pres.
DELAWARE				
Georgetown	WJWL-FM	Rollins Bcstg. Co.	101.5	John W. Rollins, Pres.
Wilmington	WDEL-FM	WDEL, Inc.	93.7	Clair R. McCullough, Sta. Exec.
DISTRICT OF COLUMBIA				
Washington	WASH	Everett L. Dillard	97.1	Everett L. Dillard, Pres.
Washington	WCFM	Cooperative Bcstg. Assn.	99.5	Wallace J. Campbell, Pres.
Washington	WGMS-FM	The Good Music Sta., Inc.	103.5	Morris Rodman, Pres.
Washington	WMAL-FM	Evening Star Bcstg. Co.	107.3	S. H. Kauffmann, Pres.
Washington	WOL-FM	Peoples Bcstg. Corp.	98.7	Murray D. Lincoln, Pres.
Washington	WRC-FM	National Bcstg. Co.	93.9	Joseph H. McConnell, Pres.
Washington	WTOP-FM	WTOP, Inc.	96.3	Philip L. Graham, Pres.
Washington	WWDC-FM	Capital Bcstg. Co.	101.1	Joseph Katz, Pres.
FLORIDA				
Daytona Beach	WNDB-FM	News-Journal Corp.	94.5	Jerry Stone, Gen. Mgr.
Gainesville	WRUF-FM	U. of Florida	104.5	Garland Powell, Dir.
Jacksonville	WJAX-FM	City of Jacksonville	95.1	John T. Hopkins, III, Gen. Mgr.
Jacksonville	WJHP-FM	The Metropolis Co.	96.9	John H. Perry, Pres.
Jacksonville	WMBR-FM	Florida Bcstg. Co.	96.1	Frank King, Pres.
Miami	WGBS-FM	Fort Industry Co.	96.3	George B. Storer, Pres.
Miami	WIOD-FM	Isle of Dreams Bcstg. Corp.	97.3	Daniel J. Mahoney, Pres.
Miami	WQAM-FM	Miami Bcstg. Co.	94.9	John S. Knight, Pres.
Miami	WWPB-FM	Paul Brake	101.5	Paul Brake, Owner
Miami Beach	WKAT-FM	WKAT, Inc.	93.1	A. Frank Katzentine, Pres
Miami Beach	WLRD	Mercantile Bcstg. Co.	93.9	Alan H. Rosenson, Pres.
Orlando	WDBO-FM	Orlando Bcstg. Co., Inc.	92.3	Harold P. Danforth
Orlando	WHOO-FM	Orlando Daily Newspapers	96.5	Martin Anderson, Pres.
Orlando	WORZ-FM	Cent. Fla. Bcstg. Co.	100.3	W. O. Murrell, Owner
Palm Beach	WWPG-FM	Palm Beach Bcstg. Corp.	97.9	Charles E. Davis, Pres.
Panama City	WOLP-FM	Panama City Bcstg. Co.	98.9	John H. Perry, Pres.
St. Petersburg	WTSP-FM	Pinellas Bcstg. Co.	102.5	N. B. Poynter, Pres.
Tallahassee	WTAL-FM	John H. Phipps	103.9	John H. Phipps, Pres.
Tampa	WDAE-FM	Tampa Times Co.	100.7	David E. Smiley, Pres.
Tampa	WFLA-FM	Tribune Co.	93.3	Harold A. Dunlap, Gen. Mgr.
GEORGIA				
Athens	WGAU-FM	J. K. Patrick & Co.	99.5	C. A. Rowland
Atlanta	WAGA-FM	Fort Industry Co.	103.3	George B. Storer, Pres.
Atlanta	WATL-FM	Atlanta Bcstg. Co.	97.5	J. W. Woodruff, Sr., Pres.
Atlanta	WBGE-FM	Mike Benton Co.	95.5	Mike Benton, Pres.
Atlanta	WGST-FM	Ga. Inst. of Tech.	94.1	F. M. Sparatlin, Pres.
Atlanta	WSB-FM	Atlanta Newspapers, Inc.	98.5	J. M. Cox, Jr., Pres.
Cedartown	WGAA-FM	Timm, Inc.	96.1	B. F. J. Timm, Pres.
Columbus	WGBA-FM	Ga.-Ala. Bcstg. Corp.	95.1	Walter M. Windsor, Gen. Mgr.
Columbus	WRBL-FM	Columbus Bcstg. Co.	93.3	J. W. Woodruff, Sr., Pres.
Dawson	WDWD-FM	Dawson Bcstng. Co.	101.1	Ed. Stevens, Pres.
Gainesville	WDUN-FM	Northeast Georgia Bcstg. Co.	103.9	Paul C. Plaginos, Pres.
LaGrange	WLAG-FM	LaGrange Bcstg. Co.	104.1	Roy C. Swank, Pres.
Macon	WBML-FM	Middle Ga. Bcstg. Co.	100.7	E. D. Black, Pres.
Macon	WMAZ-FM	Southeastern Bcstg. Co.	99.1	George P. Rankin, Pres.
Macon	WNEX-FM	Macon Bcstg. Co.	96.9	E. M. Lowe, Pres.
Rome	WRGA-FM	Rome Bcstg. Corp.	106.5	Mrs. John W. Quarles, Pres.
Savannah	WSAV-FM	WSAV, Inc.	100.3	Harben Daniel, Pres.
Savannah	WTOC-FM	Savannah Bcstg. Co.	97.3	William T. Knight, Jr., Pres.
Swainsboro	WJAT-FM	Jack A. & Nancy N. Thompson	101.7	Jack A. Thompson, Pres.
Toccoa	WLET-FM	R. G. LeTourneau	106.1	R. G. LeTourneau, Pres.
Valdosta	WVOG-FM	WVOG, Inc.	92.5	E. D. Rivers, Owner
West Point	WRLD-FM	Valley Bcstg. Co.	102.9	J. C. Henderson, Pres.

IDAHO

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	Edward Hurt, Pres.
Pocatello	KSEI-FM	Radio Service Corp.	96.5	O. P. Soule, Pres.
Twin Falls	KTFI-FM	Radio Bcstg. Corp.	99.7	O. P. Soule, Pres.

ILLINOIS

Alton	WOKZ-FM	WOKZ, Inc.	99.9	Edward Wheeler, Pres.
Bloomington	WJBC-FM	Bloomington Bcstg. Corp.	101.5	Loring Merwin, Pres.
Canton	WBYS-FM	Fulton County Bcstg. Co.	100.9	Harold R. Winsor, Pres.
Carmi	WROY-FM	Carmi Bcstg. Co.	97.3	Roy Clippenger, Pres.
Centralia	WCNT-FM	WCNT, Inc.	96.5	George F. Isaac, Pres.
Champaign	WDWS-FM	Champaign-News Gazette, Inc.	97.5	Marc Howard, Mgr.
Chicago	WAAF-FM	Corn Belt Pub. Inc.	93.9	Ward A. Neff, Pres.
Chicago	WBBM-FM	Columbia Bcstg. System	97.1	Frank Stanton, Pres.
Chicago	WBIK	Balaban & Katz Corp.	96.3	John H. Mitchell, Gen. Mgr.
Chicago	WEFM	Zenith Radio Corp.	99.5	E. F. McDonald, Jr., Pres.
Chicago	WENR-FM	American Bcstg. Co.	94.7	Robert Kintner, Pres.
Chicago	WFJL	Lewis College of Science & Tech.	93.1	Rev. Bernard J. Sheil, Pres.
Chicago	WFMF	WJJD, Inc.	100.3	Marshall Field, Pres.
Chicago	WMFT	Gale Bcstg., Inc.	105.9	Bernard Jacobs, Pres.
Chicago	WGNB	WGN, Inc.	98.7	Col. Robert R. McCormack, Pres.
Chicago	WMAQ-FM	National Bcstg. Co.	101.1	Joseph H. McConnell, Pres.
Chicago	WMOR	Met. Radio Corp.	102.7	L. B. Melnick, Gen. Mgr.
Chicago Heights	WCHI	Chicago Heights Bcstg. Co.	95.9	Anthony Santucci, Pres.
Cicero	WEHS	WHFC, Inc.	97.9	R. W. Hoffman, Gen. Mgr.
Decatur	WSOY-FM	Illinois Bcstg. Co.	102.1	F. W. Schaub, Pres.
East St. Louis	WTMV-FM	WTMV On the Air Inc.	102.5	Alvin O. Eades, Pres.
Elmwood Park	WLEY	Elmwood Pk. Bcstg. Corp.	107.1	Zeb Zarnecki, Pres.
Evanston	WEAW	North Shore Bcstg. Co., Inc.	105.1	Edward A. Wheeler, Pres.
Freeport	WFJS	Freeport Journal-Standard Pub. Co.	102.5	Donald L. Breed, Pres.
Harrisburg	WEBQ-FM	Harrisburg Bcstg. Co.	99.9	Englis M. Taylor, Gen. Mgr.
Jacksonville	WLDS-FM	Jacksonville Radio & TV	100.5	Robert A. Fay, Pres.
Mattoon	WLBH-FM	Mattoon Bcstg. Co.	96.9	J. R. Livesay, Pres.
Mt. Vernon	WMIX-FM	Mt. Vernon Radio & TV Corp.	94.1	John R. Mitchell, Pres.
Oak Park	WOPA-FM	Village Bcstg. Co.	102.3	W. L. Klein, Gen. Mgr.
Oak Park	WOAK	Gale Bcstg. Co.	105.9	Bernard Jacobs, Pres.
Peoria	WMBD-FM	Peoria Bcstg. Co.	92.5	Charles C. Caley, V.-P.
Quincy	WQDI	Quincy Bcstg. Co.	105.1	T. C. Oakley, Pres.
Quincy	WTAD-FM	Lee Bcstg. Co.	99.5	Lee P. Loomis, Pres.
Rockford	WROK-FM	Rockford Bcstrs., Inc.	97.5	Albert Simms, Pres.
Rock Island	WHBF-FM	Rock Island Bcstg. Co.	98.9	Ben H. Potter, Pres.
St. Charles	WEXI	Greater Ill. Bcstg.	106.3	Gerald F. Kraus, Pres.
Springfield	WCVS-FM	WCBS, Inc.	102.9	H. L. Dewing, Pres.
Springfield	WTAX-FM	WTAX, Inc.	103.7	Oliver J. Keller, Pres.
Urbana	WKID-FM	Sterling Bcstng. Co.	103.3	Robert E. J. Snyder, Ptr.
Waukegan	WKRS-FM	News Sun Bcstg. Co.	106.7	F. Ward Just, Pres.

INDIANA

Columbus	WCSI	Syndicate Theatres, Inc.	93.7	Joseph P. Finneran, Pres.
Connersville	WCNB-FM	News-Examiner Co.	100.3	Emmett M. Jackson, Gen. Mgr.
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	Richard W. Holloway, Gen. Mgr.
Evansville	WIKY-FM	South Central Bcstg. Corp.	104.1	John A. Engelbrecht, Pres.
Evansville	WMLL	On the Air, Inc.	94.5	Clarence Leich, Gen. Mgr.
Fort Wayne	WKJG-FM	Northeastern Ind. Bcstg. Co., Inc.	106.1	Edward Thomas, Gen. Mgr.
Fort Wayne	WOWO-FM	Westinghouse Radio Stations, Inc.	96.1	Walter Evans, Pres.
Hammond	WJIZ	South Shore Bcstg. Corp.	92.3	Robert C. Adair, Gen. Mgr.
Lafayette	WFAM	WFAM, Inc.	95.1	O. E. Richardson, Pres.
Lebanon	WINL	Lebanon Bcstng. Co.	107.1	Percy M. McGhee, Pres.
Madison	WORX	Pioneer FM Co.	96.7	Frances Knight, Gen. Mgr.
Marion	WMRI	Chronicle Pub. Co., Inc.	106.9	Gardner J. Thomas, Pres.
Michigan City	WIMS-FM	Northern Indiana Bcstrs., Inc.	93 5	Wm. N. Udell, Pres.
Muncie	WMUN	Tri-City Radio Corp.	104.1	D. A. Burton, Pres.
New Castle	WCTW	Courier-Times, Inc.	102.5	Scott Chambers, Gen. Mgr.
Shelbyville	WSRK	Shelbyville Radio, Inc.	101.3	John C. DePrez, Pres.
Terre Haute	WBOW-FM	Banks of the Wabash, Inc.	101.1	Alvin Eades, Pres.
Terre Haute	WTHI-FM	Wabash Valley Bcstg. Corp.	99 9	Anton Hulman, Jr., Pres.
Warsaw	WRSW	Warsaw Times Union	107.3	R. B. Williams, Pres.
Washington	WFML	Washington Radio, Inc.	106.5	Paul R. Bausman, Pres.

IOWA

Boone	KFGQ-FM	Boone Biblical College	99.3	
Burlington	KBUR-FM	Burlington Bcstg. Co.	92.9	G. B. McDermott, Pres.
Cedar Rapids	KCRK-FM	The Gazette Co.	96.9	F. J. Hladky, Vice-Pres.
Clinton	KROS-FM	Clinton Bcstg. Corp.	96 1	William S. Jacobsen, Pres.
Council Bluffs	KSWI-FM	Nonpareil Bcstg. Co.	96.1	Robert R. O'Brien, Pres.
Davenport	WOC-FM	Tri-City Bcstg. Co.	103.7	Col. B. J. Palmer, Pres.
Des Moines	KCBC-FM	Majestic Bcstg. Co.	94.1	Karl Peters, Pres.
Des Moines	KRNT-FM	Cowles Bcstg. Co.	104.5	Gardner Cowles, Pres.
Des Moines	KSO-FM	Murphy Bcstg. Co.	97.3	Kingsley H. Murphy, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Des Moines	WHO-FM	Central Bcstg. Co.	100.3	Col. B. J. Palmer, Pres.
Dubuque	KDTH-FM	Telegraph-Herald	100.5	F. W. Woodward, Pres.
Dubuque	WDBQ	Dubuque Bcstg. Co	103.3	James D. Carpenter, Pres.
Fort Dodge	KFMY	Northwest Bcstg. Co	102.7	Edward Breen, Pres.
Keokuk	KOKX-FM	Keokuk Bcstg. Co	102.7	H. W. Stadler, Pres.
Mason City	KGLO-FM	Lee Radio, Inc	101.1	Lee P. Loomis, Pres.
Muscatine	KWPC-FM	Muscatine Bcstg. Co	99.7	George Volger, Gen. Mgr.
Sioux City	KSCJ-FM	Perkins Bros. Co	94.9	W. R. Perkins, Pres.
Storm Lake	KAYL-FM	Cornbelt Bcstg. Co	101.5	Oscar J. Grau, Pres.
Waterloo	KXEL-FM	Josh Higgins Bcstg. Co	105.7	Joe DuMond, Pres.
KANSAS				
Hutchinson	KWBW-FM	Bess Marsh Wyse	93.1	Bess M. Wyse, Pres.
Wichita	KFH-FM	Radio Station KFH Co	100.3	John Rigby, Pres.
KENTUCKY				
Ashland	WCMI-FM	Ashland Bcstg. Co	93.7	Gilmore N. Nunn, Pres.
Bowling Green	WLBJ-FM	Bowling Green Bcstg. Corp	101.1	Ken D. Given, Pres.
Henderson	WSON-FM	Henderson Bcstg. Co., Inc	99.5	Hecht S. Lackey, Pres.
Hopkinsville	WHOP-FM	Hopkinsville Bcstg. Co., Inc	98.7	F. E. Lackey, Pres.
Lexington	WLAP-FM	Amer. Bcstg. Corp	94.5	J. E. Willis, Gen. Mgr.
Louisville	WRXW	WAVE, Inc.	95.1	George W. Norton, Jr., Pres
Madisonville	WFMW	Messenger Bcstg. Co., Inc	93.9	Edgar Arnold, Sr., Pres.
Owensboro	WOMI-FM	Owensboro Bcstg. Co	92.5	L. W. Hager, Pres.
Owensboro	WVJS-FM	Owensboro On the Air, Inc	96.1	Vincent J. Steele, Pres.
Paducah	WKYC	WKYC, Inc.	93.3	Edward J. Paxtan, Jr., Pres.
Paducah	WPAD-FM	Paducah Bcstg. Co., Inc	96.9	Pierce E. Lackey, Pres.
LOUISIANA				
Alexandria	KALB-FM	Alexandria Bcstg. Co., Inc	96.9	Walter H. Allen, Pres.
Baton Rouge	WAFB-FM	Modern Bcstg. Co	104.3	Charles C. Barnard, Pres.
Baton Rouge	WBRL	Baton Rouge Bcstg. Co., Inc	98.1	Douglas L. Manship, Pres.
Baton Rouge	WLCS-FM	Airwaves, Inc.	101.1	R. F. Cangelosi, Pres.
Lafayette	KVOL-FM	Evangeline Bcstg. Co., Inc	96.1	George H. Thomas, Pres.
Monroe	KMFM	Liner's Bcstg. Station, Inc	104.1	J. C. Liner, Pres.
New Orleans	WDSU-FM	WDSU Bcstg. Service	105.3	Edgar B. Stern, Jr., Pres.
New Orleans	WRCM	Supreme Bcstg. Co., Inc	97.1	Chester F. Owens, Pres.
New Orleans	WSMB-FM	WSMB, Inc.	102.7	N. L. Carter, Pres.
New Orleans	WTPS-FM	Times Picayune Pub. Co	95.7	L. K. Nicholson, Pres.
Shreveport	KRMD-FM	Radio Station KRMD	101.1	Glenn V. Wilson, Mgr.
Shreveport	KWKH-FM	International Bcstg. Corp	94.5	John D. Ewing, Pres.
MAINE				
Bangor	WGUY-FM	Guy Gannett Bcstg. Service	93.1	Guy P. Gannett, Pres.
Lewiston	WCOU-FM	Twin City Bcstg. Co., Inc	93.9	Faust Couture, Pres.
MARYLAND				
Annapolis	WNAV-FM	Capital Bcstg. Co	99.1	Albert H. MacCarthy, Pres.
Baltimore	WCAO-FM	Monumental Radio Co	102.7	Lewis W. Milbourne, Pres.
Baltimore	WITH-FM	Maryland Bcstg. Co	104.3	Thomas G. Tinsley, Jr., Pres.
Baltimore	WWIN-FM	Belvedere Bcstg. Corp	94.7	Thomas F. McNulty, Pres.
Bradbury Heights	WBUZ	Chesepeake Bcstg. Co., Inc	96.7	Leslie L. Altmann, Pres.
Cumberland	WCUM-FM	Tower Realty Co	102.9	Karl F. Steinmann, Owner
Frederick	WFMD-FM	Menocacy Bcstg. Co	99.9	Laurence Leonard, Pres.
Hagerstown	WJEJ-FM	Hagerstown Bcstg. Co., Inc	104.7	Grover C. Crilley, Pres.
Salisbury	WESN-FM	Peninsula Bcstg. Co	97.5	John W. Downing, Pres.
MASSACHUSETTS				
Boston	WBZ-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Boston	WCOP-FM	Baker, Beaman & Whisnand	100.7	Roy V. Whisnand, Gen. Mgr.
Boston	WEEI-FM	Columbia Bcstg. System	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	Thomas S. Lee Enterprises	98.5	Linus Travers, Exec. V.-P.
Brockton	WBET-FM	Enterprise Pub. Co	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp	96.9	Frank Lyman, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimac Bcstg. Co., Inc	99.5	Gerald Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcstg. Service, Inc	105.5	Theodore Feinstein, Pres.
New Bedford	WBSM-FM	Bay State Bcstg. Co	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons	98.1	Basil Brewer, Pres.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co	94.3	Donald P. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WMAS-FM	WMAS, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSPR-FM	WSPR, Inc.	97.9	Allan C. Tindal, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc	94.3	Basil Brewer, Pres.
Worcester	WGTR	Thomas S. Lee Enterprises, Inc	99.1	William O'Neil, Pres.
Worcester	WTAG-FM	WTAG, Inc.	96.1	Robert W. Booth, Vice-Pres.

MICHIGAN

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	101.2	D. E. Jayne, Gen. Mgr.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WDET	UAW-CIO Bcstrs. Corp.	101.9	Mildred M. Jeffrey, Gen. Mgr.
Detroit	WJBK-FM	Fort Industry Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio & TV Station Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	John F. Patt, Pres.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WWJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc	107.1	Myron Weingarden, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Pres.
Grand Rapids	WLAV-FM	Versluis Radio & Tele., Inc.	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKee, Pres.
Muskegon	WKBZ-FM	Arch Shawd	98.9	Arch Shawd, Pres.
Owosso	WOAP-FM	Owosso Bcstg. Co.	103.1	J. E. Campbell, Pres.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Gen. Mgr.
Royal Oak	WOMC	Royal Oak Bcstg. Co.	104.3	Jacob B. Sparks, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	Strauss Gantz, Pres.

MINNESOTA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Mankato	KYSM-FM	F. B. Clements & Co.	103.5	John F. Meagher, Gen. Mgr.
Minneapolis	KTIS-FM	Northwestern Schools	98.5	Dr. William Graham, Pres.
Minneapolis-St. Paul	WTCN-FM	Mid Continent Radio-Tele. Inc.	97.1	W. J. McNally, Pres.
Minneapolis	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
Minneapolis	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank M. Devaney, Gen. Mgr.
Northfield	WCAL-FM	St. Olaf College	95.7	Milford Jensen, Gen. Mgr.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schilplin, Pres.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Hattiesburg	WRFM-FM	Forrest Bcstg. Co., Inc.	97.9	C. J. Wright, Sr., Pres.
Jackson	WJDX-FM	Lamar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Cape Girardeau	KFVS-FM	Hirsch Bcstg. Co.	95.7	Oscar C. Hirsch, Pres.
Cape Girardeau	KGMO	Cape Co. Bcsting Co.	97.7	Richard C. Brandt, Gen. Mgr.
Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WMBH-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCMO-FM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Poplar Bluff Bcsting Co.	94.5	A. L. McCarthy, Pres.
St. Louis	KXOK-FM	KXOK, Inc.	93.7	Elzey Roberts, Pres
Sedalia	KDRO-FM	Milton J. Hinlein	99.7	Milton J. Hinlein, Pres.
Springfield	KTTS-FM	Independent Bcstg. Co.	94.7	J. H. G. Cooper, Pres.

NEBRASKA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Lincoln	KFOR-FM	Cornbelt Bcstg. Corp.	102.9	James Stuart, Pres.
Omaha	KBON-FM	Inland Bcstg. Co.	98.7	Paul R. Fry, Vice-Pres.

NEVADA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Las Vegas	KENO-FM	Nev. Bcstg. Co.	103.9	Maxwell Kelch, Owner

NEW HAMPSHIRE

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Claremont	WTSV-FM	Granite State Bcstg. Co., Inc.	106.1	William J. Barkley, Pres.
Manchester	WKBR-FM	Granite State Bcstg. Co., Inc.	100.1	William J. Barkley, Pres.
Nashua	WOTW-FM	Nashua Bcstg. Corp.	106.3	Arthur A. Newcomb, Pres.

NEW JERSEY

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Alpine	WFMN	Edwin H. Armstrong	93.1	Dr. Edwin H. Armstrong, Owner
Asbury Park	WJLK	Asbury Park Press, Inc.	94.3	Wayne D. McMurray, Pres.
Atlantic City	WFPG-FM	Neptune Bcstg. Co.	98.5	Fred Weber, Pres.
Bridgeton	WSNJ-FM	Eastern States Bcstg. Corp.	98.9	Paul Alger, Gen. Mgr.
Elizabeth	WPOE	Radio Elizabeth, Inc.	96.7	Robert C. Crane, Pres.
Newark	WAAT-FM	Bremer Bcstg. Corp.	94.7	Irving R. Rosenhaus, Pres.
Newark	WNJR-FM	North Jersey Radio, Inc.	102.7	Edward W. Scudder, Jr., Pres.
New Brunswick	WCTC-FM	Chanticleer Bcstg. Co	98.3	James L. Howe, Pres.
New Brunswick	WDHN	Home News Pub. Co.	93.5	Hugh N. Boyd, Gen. Mgr.
Plainfield	WXNJ	WXNJ, Inc.	103.9	Lucien Merle, Pres.
Trenton	WTOA	Mercer Bcstg. Co.	97.5	Jerome P. McCarthy, Gen. Mgr.

NEW YORK

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Albany	WROW-FM	Hudson Valley Bcstg. Co., Inc...	93.9	Dr. John J. Quinlan, Pres
Auburn	WMBO-FM	WMBO, Inc.	96.1	William O. Dapping, Pres.
Binghamton	WNBF-FM	Clark Assoc., Inc.....	100.5	John C. Clark, Sr., Pres.
Bristol Center	WVBT	Rural Radio Network, Inc.....	95.1	C. E. Snyder, Pres.
Buffalo	WBEN-FM	WBEN, Inc.	106 5	Edward H. Butler, Pres.
Buffalo	WBNY-FM	Roy L. Albertson.....	92.9	Roy L. Albertson, Pres.
Buffalo	WWOL-FM	Greater Erie Bcstg. Co.....	104.1	Leon Wyszatycki, Pres.
Cherry Valley	WVCV	Rural Radio Network, Inc.....	101.9	C. E. Snyder, Pres.
Corning	WCLI-FM	Elmira-Corning Bcstg.	106.1	W. A. Underhill, Pres.
Cortland	WKRT-FM	Radio Courtland, Inc.....	99.9	Leighton A. Hope, Pres.
De Ruyter	WVCN	Rural Radio Network, Inc.....	105.1	C. E. Snyder, Pres.
Hempstead	WHLI-FM	FM Bcstg. Corp.....	98 3	Elias I. Godofsky, Sta. Mgr.
Harnell	WWHG	The W. H. Greenhow Co.....	105.3	Louis G. Buisch, Pres.
Ithaca	WHCU-FM	Cornell University	97.3	Michael R. Hanna, Gen. Mgr.
Jamestown	WJTN-FM	James Bcstg. Co.....	93.3	Jay E. Mason, Pres.
Lockport	WUSJ-FM	Union-Sun & Journal, Inc.....	99.3	Egbert D. Carson, Pres.
Massena	WMSA-FM	The Brockway Co.....	105.3	Louis Saiff, Gen. Mgr.
New Rochelle	WGNR	New Rochelle Bcstg. Svc., Inc...	93.5	Julian H. Gins, Pres.
New York	WABF-FM	Metropolitan Bcstg. & TV, Inc...	99.5	Ira A. Hirschmann, Pres.
New York	WCBS-FM	Columbia Bcstg. System.....	101.1	Frank Stanton, Pres.
New York	WFDR	WFDR Bcstg. Corp.....	104.3	Frederick F. Umhey, Pres.
New York	WGHF	WGHF, Inc.	101.9	William G. H. Finch, Pres.
New York	WJZ-FM	American Bcstg. Ca., Inc.....	95.5	Robert Kintner, Pres.
New York	WMGM-FM	Marcus Loew Booking Agcy.....	100.3	Bertrum Lebhar, Jr., Exec. Dir
New York	WNBC-FM	National Bcstg. Co., Inc.....	97.1	Joseph H. McConnell, Pres.
New York	WNYC-FM	City of N. Y. Municipal Bcstg. Sys.	93.9	Seymour N. Siegel, Gen. Mgr.
New York	WOR-FM	General Tele Radio, Inc.....	98.7	Theodore C. Streibert, Pres.
New York	WQXR-FM	Interstate Bcstg. Co, Inc.....	96.3	Arthur H. Sulzberger, Pres.
Niagara Falls	WHLD-FM	The Niagara Falls Gazette Pub. Co.	98.5	Earl C. Hull, Vice-Pres.
Ogdensburg	WSLB-FM	St. Lawrence Bcstg. Corp.....	106.1	Joseph R. Brandy, Pres.
Olean	WHDL-FM	WHDL, Inc.	95.7	E. B. Fitzpatrick, Pres.
Poughkeepsie	WHVA	Poughkeepsie Newspapers, Inc...	104.7	M. C. Speidel, Pres.
Rochester	WHFM	Stromberg-Carlson Co.....	98.9	William Fay, Vice-Pres.
Rochester	WRNY-FM	Monroe Bcstg. Co., Inc.....	97.9	George B. Kelly, Pres.
Schenectady	WBCA	Capitol Bcstg. Co., Inc.....	101.1	Leonard L. Asch, Pres.
Schenectady	WGFM	General Electric Ca	99.5	Chester H. Lang, Vice-Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.....	102.5	Franklin H. Small, Vice-Pres.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.....	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Ca.....	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.....	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret Brown Stevens, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co	105.7	Bradley C. Barnard, Pres.
Watertown	WWNY-FM	The Brackway Ca.....	100.5	John Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.....	107.7	C. E. Snyder, Pres.
White Plains	WFAS-FM	Westchester Bcstg. Corp.....	103.9	V. E. Macy, Jr., Pres.

NORTH CAROLINA

Asheboro	WGWR-FM	Asheboro Bcstg. Co.	92.3	Roy Cox, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.....	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Alamance Bcstg. Co., Inc.....	101.1	E Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Ca....	93.9	John C. Hanner, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.....	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standard Bcstg. Co....	99.9	J. M. Bryan, Pres.
Charlotte	WIST	Bcstg. Co. of the South.....	104.7	Ray A. Furr, Mrg. Dir.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.....	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp	105.1	C. C. Council, Pres.
Elkin	WIFM	Yadkin Valley Bcstg. Co.....	100.9	John A. Hinshaw, Owner
Fayetteville	WFNC-FM	Cape Fear Bcstg. Ca.....	98.1	Victor W. Dawson, Gen. Mgr.
Forest City	WBBO-FM	Rutherford County Rodio Co., Inc..	93.3	Ed M. Anderson, Pres.
Gastonia	WGNC-FM	Catherine T. McSwain.....	101.9	Catherine T. McSwain, Pres.
Goldsboro	WEQR	Eastern Carolina Bcstg. Ca., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WFMY	Greensboro News Co.....	97.3	E. B. Jeffress, Pres.
Henderson	WHNC-FM	Henderson Radio Corp.....	92.5	S. S. Stevenson, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.....	95.5	R. B. Terry, Pres.
High Point	WMFR-FM	Radio Station WMFR.....	99.5	Frank S. Lambeth, Pres.
Leaksville	WLOE-FM	Douglas L. Craddock.....	92.7	D. L. Craddock, Pres.
Lexington	WBUY-FM	Davidson County Bcstg. Co.....	94.3	C. Robert Ray, Sta. Mgr.
Madison-Mayodan	WFMB	Maya Bcstg. Corp.....	93.5	J. B. Shelton, Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.....	96.1	Frank Daniels, Pres.
Raleigh	WPTF-FM	WPTF Radio Ca.....	94.7	Richard Mason, Gen. Mgr.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.....	101.5	A. J. Fletcher, Pres.
Reidsville	WREV-FM	Reidsville Bcstg. Co.	102.1	William Oliver, Pres.
Rocky Maunt	WFMA	Eastern Carolina Electronics, Inc..	100.7	Josh L. Horne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne.....	92.1	W. A. Wvnne, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.....	106.5	Alex P. Beard, Gen. Mgr.
Sanford	WSNS	Radio Sanford, Inc.....	103.1	Thomas E. Barker, Pres.
Sanford	WWGP	Sandhills Bcsting Corp.....	105.5	J. R. McIver, Pres.
Shelby	WOHS-FM	Western Carolina Radio Corp	96.1	Lee B. Weathers, Pres.
Statesville	WSIC-FM	Statesviile Bcstg. Co., Inc.....	105.7	Dr. James W. Davis, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Thomasville	WTNC-FM	Thomasville Bcstg. Co.	98.3	G. W. Lyles, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Richard Austin Dunlea, Pres.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	George D. Walker, Gen. Mgr
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	Gordon Gray, Pres.

OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Hoiles, Pres.
Ashland	WATG	Beer & Koehl	101.3	Robert M. Beer, Gen. Mgr.
Ashtabula	WICA-FM	WICA, Inc.	103.7	R. B. Rowley, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Roy D. Moore, Pres.
Cincinnati	WCPO-FM	Scripps-Howard Radio, Inc.	105.1	Jack R. Howard, Pres.
Cincinnati	WKRC-FM	Radio Cincinnati	101.9	Hulbert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Chmn. of Bd.
Cleveland	WERE-FM	Cleveland Bcstg. Corp.	98.5	Ray T. Miller, Pres.
Cleveland	WHK-FM	United Bcstg. Co.	100.7	Kenneth K. Hackathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Cleveland	WTAM-FM	National Bcstg. Co.	105.7	John McCormick, Gen. Mgr.
Columbus	WCOL-FM	Dispatch Printing Co.	92.3	Charles Sawyer, Pres.
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard A. Borel, Gen. Mgr.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Graham, Pres.
Columbus	WLWF	Crosley Bcstg. Corp.	96.3	R. E. Dunville, Pres.
Columbus	WVKO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp	99.1	James M. Cox, Jr., Pres.
Dayton	WLWB	Crosley Bcstg. Corp.	97.5	R. E. Dunville, Pres.
Dayton	WTWO	Skyland Bcstg. Corp.	104.7	Ronald B. Woodyard, Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Pub. Co.	100.5	R. L. Heminger, Pres.
Fostoria	WFOB	Seneca Radio Corp.	96.7	Andrew Emerine, Pres.
Fremont	WFRO-FM	Wolfe Bcstg. Corp.	99.3	Robert F. Wolfe, Pres.
Hamilton	WMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lima	WIMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	G. E. Hamilton, Pres.
Lima	WLOK-FM	WLOK, Inc.	103.3	L. A. Pixley, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	Thomas A. Rogers, Gen. Mgr.
Portsmouth	WPAY-FM	The Scioto Bcstg. Co.	104.1	Roy D. Moore, Pres.
Steubenville	WSTV-FM	WSTV, Inc.	103.5	John J. Laux, Gen. Mgr.
Toledo	WSPD-FM	The Fort Industry Co.	101.5	George P. Storer, Pres.
Toledo	WTOL-FM	Community Bcstg. Co.	104.7	Frazier Reams, Pres.
Toledo	WTRT	Unity Corp., Inc.	99.9	Edward Lamb, Pres.
Wooster	WWST-FM	Wooster Republican Prtg. Co.	104.5	E. B. Evans, Gen. Mgr.
Youngstown	WFMJ-FM	WFMJ Bcstg. Co.	105.1	William F. Maag Pres.
Youngstown	WKBN-FM	WKBN Bcstg. Corp.	98.9	W. P. Williamson, Jr., Pres

OKLAHOMA

Durant	KSEO-FM	Democrat Prtg. Co.	107.3	Leroy Moses, Gen. Mgr.
Muskogee	KMUS-FM	Muskogee Bcstg. Co.	101.5	R. M. Mountcastle, Pres.
Oklahoma City	KOMA-FM	KOMA, Inc.	94.7	John Toole Griffin, Pres.
Stillwater	KSPI-FM	Stillwater Pub. Co.	93.9	C. R. Bellatti, Pres.
Tulsa	KAKC-FM	Public Radio Corp.	95.5	Sam E. Avey, Pres.
Tulsa	KTUL-FM	Tulsa Bcstg. Co.	97.1	John Toole Griffin, Pres.

OREGON

Albany	KWIL-FM	Central Willamette Bcstg. Co.	101.7	R. R. Cronise, Pres.
Eugene	KUGN-FM	KUGN, Inc.	99.1	C. H. Fisher, Pres.
Grants Pass	KGPO	Southern Ore. Bcstg. Co.	96.9	A. E. Voorhies, Pres.
Portland	KEX-FM	Westinghouse Radio Stations, Inc.	92.3	Walter Evans, Pres.
Portland	KOIN-FM	KOIN, Inc.	101.1	Marshall Field, Pres.
Portland	KPFM	Bcstrs. Ore., Ltd.	97.1	Stanley M. Goard, Pres.
Portland	KPOJ-FM	KPOJ, Inc.	98.7	P. L. Jackson, Pres.

PENNSYLVANIA

Allentown	WFMZ	Penn-Allen Bcstg. Co.	100.7	Raymond F. Kohn, Pres.
Allentown	WSAN-FM	Lehigh Valley Bcstg. Co.	99.9	Bryan Musselman, Co-owner
Altoona	WJSW-FM	Altoona Bcstg. Co.	100.1	Herbert T. Wolf, Pres.
Bethlehem	WGPA-FM	The Bethlehem Globe Pub. Co	95.1	Rolland L. Adams, Pres.
Butler	WBUT-FM	Eagle Printing Co.	103.9	Phillip B. Hirsch, Gen. Mgr.
Butler	WISR-FM	Butler Bcstg. Co.	97.7	(Mrs.) Georgia Rosenblum, Pres.
Chambersburg	WCHA-FM	Chambersburg Bcstg. Co., Inc	95.9	John S. Booth, Gen. Mgr.
DuBois	WCED-FM	Tri-County Bcstg. Co. Inc.	102.1	H. T. Gray, Pres.
Easton	WEEX	Easton Pub. Co.	98.3	Nelson S. Rounsley, Gen. Mgr.
Easton	WEST-FM	Associated Bcstrs., Inc.	107.9	Clair R. McCollough, Sta. Exec.
Erie	WERC-FM	Presque Isle Bcstg. Co.	99.9	Jacob A. Young, Pres.
Erie	WLEU-FM	WLEU Bcstg. Corp	97.9	Leo J. Omelian, Pres.
Harrisburg	WHP-FM	WHP, Inc.	97.3	A. K. Redmond, Gen. Mgr.
Hazleton	WAZL-FM	Hazleton Bcstg. Co.	97.9	Victor C. Diehm, Pres.
Johnstown	WARD-FM	Central Bcstg. Co., Inc.	92.1	Paul Short, Pres.
Johnstown	WJAC-FM	WJAC, Inc.	95.5	W. W. Krebs, Pres.
Lancaster	WGAL-FM	WGAL, Inc.	101.3	Clair R. McCollough, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Lancaster	WLAN-FM	Peoples Bcstg. Co.	96.9	F. H. Altdoerffer, Pres.
Lebanon	WLBR-FM	Lebanon Bcstg. Co.	100.1	Lester P. Etter, Mng. Dir.
Lewiston	WLTN	Lewiston Bcstg. Co.	97.9	J. S. Woods, Pres.
McKeesport	WMCK-FM	Mon-Yough Bcstg. Co.	104.9	Robert M. Cox, Pres.
Meadville	WMGW-FM	Meadville Bcstg. Svc., Inc.	100.3	H. C. Winslow, Pres.
New Castle	WKST-FM	WKST, Inc.	101.1	S. W. Townsend, Pres.
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	92.5	Walter Evans, Pres.
Philadelphia	WCAU-FM	WCAU, Inc.	98.1	Donald W. Thornburgh, Pres.
Philadelphia	WFIL-FM	Triangle Pub., Inc.	102.1	Roger Clipp, Gen. Mgr.
Philadelphia	WFLN	Franklin Bcstg. Corp.	95.7	L. M. C. Smith, Pres.
Philadelphia	WHAT-FM	Independence Bcstg. Co.	105.3	William A. Banks, Pres.
Philadelphia	WIBG-FM	Seaboard Radio Bcstg. Corp.	94.1	Paul F. Harron, Pres.
Philadelphia	WIP-FM	Penn. Bcstg. Co.	93.3	Benedict Gimbel, Jr., Pres.
Philadelphia	WPEN-FM	William Penn Bcstg. Co.	102.9	William H. Sylk, Pres.
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	92.9	Walter Evans, Pres.
Pittsburgh	WCAE-FM	WCAE, Inc.	96.1	Leonard Kapner, Pres.
Pittsburgh	WJAS-FM	Pgh. Radio Supply House, Inc.	99.7	H. K. Brennen, Pres
Pittsburgh	WKJF	Mrs. A. J. R. Greer	93.7	Mrs. A. J. R. Greer, Pres.
Pittsburgh	WWSW-FM	WWSW, Inc.	94.5	O. M. Schloss, Jr., Pres.
Pottsville	WPAM-FM	Miners Bcstg. Svs.	95.5	J. L. Maguire, Pres.
Pottsville	WPPA-FM	Pottsville Bcstg. Co.	101.9	A. V. Tidmore, Owner
Reading	WEEU-FM	Hawley Bcstg. Co.	92.9	Hawley Quier, Pres.
Scranton	WGBI-FM	Scranton Bcstrs. Inc.	101.3	M. E. Megargee, Pres.
Scranton	WQAN-FM	The Scranton Times	92.3	Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners
Sharon	WPIC-FM	Sharon Herald Bcstg. Co.	102.9	John Fahnline, Jr., Pres.
Sunbury	WKOK-FM	Sunbury Bcstg. Corp.	94.1	Harry H. Haddon, Pres.
Warren	WRRN	Northern Allegheny Bcstg. Co.	92.3	David Potter, Jr., Pres.
Washington	WJPA-FM	Wash. Bcstg. Co.	104.3	William S. Yard, Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WILK-FM	Wyoming Valley Bcstg. Co.	96.1	Dr. I. C. Morgan, Pres.
Williamsport	WLYC	Lycoming Bcstg. Co.	105.1	John K. Keliher, Pres.
Williamsport	WRAK-FM	WRAK, Inc.	100.3	George E. Joy, Gen. Mgr.
York	WNOW-FM	Bcstg. Div., Helm Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	George O. Griffith, Vice-Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.
Woonsocket	WWON-FM	Woonsocket Bldg. Co.	105.5	Mrs. M. S. Palmer, Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Bcsting. Co. of the South	94.5	G. Richard, Shafto, V.-P.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Mrs. Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	B. H. Peace, Pres.
Greenville	WMRC-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRS-FM	Greenco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Soartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	The Bcstg. Co. of the South	98.9	Roger A. Shaffer, Mrg. Dir.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WDOD-FM	WDOD Bcstg. Corp.	96.5	Norman A. Thomas, Vice-Pres.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WBIR-FM	Radio Station WBIR, Inc.	93.3	Gilmore N. Nunn, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station	97.5	Jack M. Draughon, Gen. Mgr.

TEXAS

Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore Nunn, Pres.
Baytown	KREL-FM	Tri-Cities Bcstg. Co.	92.1	Robert Matherne, Pres.
Beaumont	KRIC-FM	The Enterprise Co.	99.5	E. C. Davis, Gen. Mgr.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	Frank Magers, Prog. Dir.
Cleburne	KCLE-FM	Marti, Inc.	94.3	George W. Marti, Owner
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	KRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	WRR-FM	City of Dallas	101.1	Durward J. Tucker, Gen. Mgr.
Denton	KDNT-FM	Harwell V. Shepard	106.3	Harwell V. Shepard, Gen. Mgr
Edinburg	KURV-FM	J. C. Looney	104.9	J. C. Looney, Owner
Fort Worth	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Galveston	KLUF-FM	The KLUF Bcstg. Co., Inc.	98.7	Ovrin Tucker, Pres.

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. F. Orr, Pres.
Houston	KXYZ-FM	Shamrock Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Longview	KLTI-FM	R. G. Letourneau, Inc.	105.9	R. G. Letourneau, Pres.
Lufkin	KRBA-FM	Darrell E. Yates	95.5	Darrell E. Yates, Pres.
San Antonio	KISS	The Walmac Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Pres.
San Antonio	KTSA-FM	Sunshine Bcstg. Co.	101.5	Frank G. Huntress, Jr., Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Wichita Falls	KWFT-FM	Rowley-Brown Bcstg. Co.	99.9	Kenyon Brown, Pres.

UTAH

Salt Lake City	KDYL-FM	Intermountain Bcstg. & TV Corp.	98.7	S. S. Fox, Pres.
Salt Lake City	KSL-FM	Radio Svc. Corp. of Utah	100.3	C. Richard Evans, Vice-Pres.

VIRGINIA

Arlington	WARL-FM	Northern Va. Bcstrs., Inc.	105.1	Lou Poller, Pres.
Crewe	WSVS-FM	Southern Va. Bcstg. Corp.	104.7	C. S. Willis, Pres.
Danville	WBTM-FM	Piedmont Bcstg. Corp.	97.9	L. N. Dibrell, Pres.
Harrisonburg	WSVA-FM	Shenandoah Valley Bcstg. Corp.	100.7	Frederick L. Allman, Pres.
Lynchburg	WLVA-FM	Lynchburg Bcstg. Corp.	97.5	Edward A. Allen, Pres.
Lynchburg	WWOD-FM	Old Dominion Bcstg. Corp.	100.1	David Hugh Dillard, Pres.
Martinsville	WMVA-FM	Martinsville Bcstg. Co.	96.3	William C. Barnes, Pres.
Newport News	WGH-FM	Hampton Roads Bcstg. Corp.	96.5	Raymond B. Bottom, Pres.
Norfolk	WRVC	Larus & Bros. Co., Inc.	102.5	C. T. Lucy, Gen. Mgr.
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	Campbell Arnoux, Pres.
Richmond	WLEE-FM	Lee Bcstg. Corp.	102.9	Thomas G. Tinsley, Jr., Pres.
Richmond	WRNL-FM	Richmond Newspapers Inc.	102.1	D. Tennant Bryan, Pres.
Richmond	WRVB	Larus & Bros. Co., Inc.	94.5	C. T. Lucy, Gen. Mgr.
Roanoke	WDBJ-FM	Times World Corp.	94.9	J. P. Fishburn, Pres.
Roanoke	WROV-FM	Radio Roanoke, Inc.	103.7	Leo F. Henebry, Pres.
Roanoke	WSLS-FM	Roanoke Bcstg. Corp.	99.1	Paul C. Buford, Pres.
Suffolk	WLPM-FM	Suffolk Bcstg. Corp.	107.7	Fred L. Hart, Pres.
Winchester	WRFL	Richard Field Lewis, Jr.	92.5	Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview	KWLK-FM	Twin City Bcstg. Corp.	103.9	C. O. Chatterton, Pres.
Richland	KALE-FM	Yakima Bcsting. Co.	103.9	Robert S. McCaw, Pres.
Seattle	KING-FM	King Bcstg. Co.	98.1	Mrs. A. Scott Bullitt, Pres.
Seattle	KIRO-FM	Queen City Bcstg. Co.	100.7	Saul Haas, Pres.
Seattle	KISW	Ellwood W. Lippincott	99.9	E. W. Lippincott, Pres.
Seattle	KOMO-FM	Fishers' Blend Station, Inc.	98.9	O. W. Fisher, Pres.
Tacoma	KTNT	Tribune Pub. Co.	97.3	Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley	WJLS-FM	Joe L. Smith, Jr.	99.5	Joe L. Smith, Jr., Pres.
Charleston	WGKV-FM	Kanawha Valley Bcstg. Co.	98.5	R. M. Venable, Pres.
Charleston	WKNA-FM	Joe L. Smith, Jr.	97.5	Joe L. Smith, Jr., Pres.
Clarksburg	WPDX-FM	Clarksburg Bcstg. Corp.	95.1	O. L. Billingsley, Pres.
Fairmont	WJPB	Fairmont Bcstg. Co.	92.3	J. Patrick Beacom, Pres.
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	A. B. Hyman, Pres.
Huntington	WPLH-FM	Huntington Bcstg. Corp.	102.5	Flem J. Evans, Pres.
Logan	WLOG-FM	Clarence H. Frey, Robert O. Greever	103.3	C. H. Frey, R. O. Greever, Owners
Martinsburg	WEPM-FM	Martinsburg Bcstg. Co.	94.3	C. Leslie Golliday, Gen. Mgr.
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	Mrs. A. J. R. Greer, Chief Owner
Oak Hill	WOAY-FM	Robert R. Thomas, Jr.	94.1	Robert R. Thomas, Jr., Owner
Parkersburg	WPAR-FM	Ohio Valley Bcstg. Corp.	106.5	George H. Clinton, Vice-Pres.
Wheeling	WKWK-FM	Community Bcstg., Co.	97.3	John B. Reynolds, Pres.
Wheeling	WWVA-FM	The Fort Industry Co.	98.7	George B. Storer, Pres.

WISCONSIN

Eau Claire	WEAU-FM	Central Bcstg. Co.	94.1	W. C. Bridges, Pres.
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	A. B. Turnbull, Pres.
Janesville	WCLO-FM	Southern Wisc. Radio, Inc.	99.9	Sidney H. Bliss, Pres.
Madison	WFOW	Earl W. Fessler	104.9	Earl W. Fessler, Pres.
Madison	WIBA-FM	Badger Bcstg. Co.	101.5	William T. Evjue, Pres.
Madison	WISC-FM	Radio Wisc., Inc.	98.1	Morgan Murphy, Pres.
Marshfield	WDLB-FM	Dairyland's Bcstg. Svc., Inc.	103.9	Lloyd L. Felker, Pres.
Merrill	WLIN-FM	Alvin E. O'Konski	100.7	Alvin E. O'Konski, Pres.
Milwaukee	WEMP-FM	Milwaukee Bcstg. Co.	94.1	G. L. Roberts, Pres.
Milwaukee	WISN-FM	Hearst Radio, Inc.	102.9	G. W. Grignon, Gen. Mgr.
Neenah	WNAM-FM	Neenah Menasha Bcstg. Co.	98.5	Don C. Wirth, Vice-Pres.
Poynette	WWCF	William C. Forrest	94.9	William C. Forrest, Pres.
Racine	WRJN-FM	Racine Bcstg. Corp.	100.7	Harry R. Le Poidevin, Gen. Mgr.
Rice Lake	WJMC-FM	WJMC, Inc.	96.3	Walter C. Bridges, Pres.
Sheboygan	WHBL-FM	WHBL, Inc.	100.3	A. Matt Werner, Pres.
Wisconsin Rapids	WFHR-FM	William F. Huffman Radio, Inc.	103.3	Mrs. Louise Huffman, Pres.

TECHNIQUE FOR TV SPORTCASTING

By HARRY WISMER, General Executive of MBS

THE coming of television in sports necessitated the "education" not only of the viewer, but of the experienced radio broadcaster as well.

Everybody knows by now that the greatest problem that confronted established radio sportscasters, when they turned to television, was the question of when to talk and when not to talk.

Wismer

I believe it's reasonable to say that the average sportscaster on television today has struck a happy medium. He talks when he has something to say, but he is smart enough to let the little pictures do their share of the talking too.

As anyone who has worked in both mediums can tell you, there is a vast difference between covering sports on radio and doing them on TV. You certainly have to be better informed when you're doing television. Your audience is in a position to check on much of what you say. If you glibly have Joe Doakes racing across for the tying touchdown—when it was actually Bob Jones—you're in trouble. If you call an end run an off-tackle play, everybody knows instantly that you don't know what you're talking about. A thorough knowledge of the rules, the tactics and the personnel of the game you are covering is far more essential in TV than it was on radio, although it certainly was—and is—important there too.

Taking a look at the other side of the coin, I think the crew producing a telecast of a sports event is under much heavier pressure to give the viewers a more interesting show than is the radio crew. You have to fight monotony on television all the time. Because your cameras are making the watcher feel he is inside the stadium or arena, he gets impatient if he is inside the stadium or arena, he gets impatient if he is given only a restricted view of the proceedings. He wants your cameras to be as free and as inquisitive as his eyes would be if he were in on a ticket.

Broadcasting and telecasting range from the simplicity of baseball to the complexity of football.

In my opinion the easiest sport to broadcast or telecast is baseball because the action is comparatively slow, and the lineups remain fairly consistent throughout a game. The broadcaster is very close to the scene of action and the rules and fundamentals of the game are simple. In fact, it's pretty safe to say that seventy-five out of a hundred professional baseball players in this country—with fair voices—could eventually become top-flight baseball broadcasters.

The other extreme is football. Football is difficult to broadcast because the whole game is designed to deceive and confuse—the opposition and the spectators alike. The constant use of substitutions during a football game makes it very difficult for the fans to keep up with the progress of the contest. In a stadium holding 90,000 people, football men and coaches will tell you not more than 20,000 are entirely familiar with what's going on down the field. That ratio I am sure would be even greater in the TV homes of the nation. The bringing of a football game to the listening and viewing audiences therefore demands a true knowledge of the game and requires much more explanation and commentary than any other sport.

Of course, we're all familiar with the gags about the radio broadcaster sounding as though he were describing a different game from the one appearing on the television screen. Personally, I think this problem has been grossly exaggerated, but there is no question that the radio announcer, feeling the responsibility of setting the scene, and providing his listeners with a general description of the event—as well as specific information—has to come up with a much more colorful job than does the TV-caster. After all, the latter merely has to fill in what the screen does not show. There's certain "on the scene" excitement attached to all sports—especially football and basketball—and while I agree that TV broadcasters must guard against too much conversation, the TV audience still seems to enjoy a bit of color and background—that little extra something that transmits to them the thrill of being part of the attending throng.

INTERNATIONAL

International Broadcast Stations
In The United States

☆

Stations of Mexico

☆

Radio Cadena Nacional, S. A.

☆

Radio Programas de Mexico, S. A.

☆

AM Stations of Cuba

☆

TV Stations of Cuba

INTERNATIONAL STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Ownership*	*Power*
The Associated Broadcasters, Inc.	KWID-1	Government owned	100 kw.
San Francisco, California	-2	Government owned	50 kw.
Columbia Broadcasting System, Inc.	WABC-1	Privately owned	50 kw.
Brentwood, Long Island, N. Y.	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
	-4	Privately owned	10 kw.
Columbia Broadcasting System, Inc.	WABC-5	Government owned	50 kw.
Wayne, N. J.	-6	Government owned	50 kw.
Columbia Broadcasting System, Inc.	KCBR-1	Government owned	200 kw.
Delano, Calif.	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
The Crosley Corporation	WLWO-1	Government owned	75 kw.
Mason, Ohio	-2	Privately owned	50 kw.
The Crosley Corporation	WLWO-3	Government owned	200 kw.
Bethany, Ohio	-4	Government owned	200 kw.
	-5	Government owned	200 kw.
	-6	Government owned	200 kw.
	-7	Government owned	200 kw.
	-8	Government owned	200 kw.
General Electric Company	WGEO-1	Privately owned	100 kw.
Schenectady, New York	-2	Privately owned	50 kw.
	-3	Jointly owned	25 kw.
General Electric Company	KEGI-1	Privately owned	50 kw.
Belmont, Calif.	-2	Government owned	100 kw.
National Broadcasting Co., Inc.	WRCA-1	Government owned	50 kw.
Bound Brook, N. J.	-2	Government owned	50 kw.
	-3	Government owned	50 kw.
	-4	Privately owned	50 kw.
	-5	Privately owned	50 kw.
	-6	Privately owned	50 kw.
National Broadcasting Co., Inc.	KRCA-1	Government owned	50 kw.
Dixon, Calif.	-2	Government owned	50 kw.
	-3	Government owned	200 kw.
Westinghouse Radio Stations, Inc. Hull Mass.	WBOS-1	Privately owned	50 kw.
World Wide Broadcasting Corp.	WRUL-1	Privately owned	50 kw.
Scituate, Mass.	-2	Privately owned	50 kw.
	-3	Privately owned	50 kw.
	-4	Privately owned	20 kw.
	-5	Privately owned	7 kw.

STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Carlos Blando
XEF	1420	250	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	150000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	1000-D 250-N	Morelia, Mich.	
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	1000-D 500-N	Mexico, D. F.	Arturo Martinez
XEL	1260	5000-D 1000-N	Mexico, D. F.	Herdez S. A.
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	1000	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	150000-D 50000-N	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1460	1000	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A
XEX	730	500000	Mexico, D. F.	Radio de Mexico, S. A. de C. V.
XEY	1360	1000-D 250-N	Celaya, Gto.	
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	50000-D 500-N	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	1000	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	1000	Mexico, D. F.	G. N. Medina y Loc., Ag. Ramos
XEAM	1450	1000-D 250-N	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1480	250	Monterrey, N. L.	Jesus O. Gonzalez
XEAT	1250	250	Hidalgo del Parral, Chih.	Alfonso Perez P.
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEAW	1280	3000-D 500-N	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez Avendano
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1550	1000	Tijuana, B. C.	Octavio B. Lelevir

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEBH	920	5000-D 1000-N	Hermosillo, Son.	Carlos Balderrama
XEBI	790	1000-D 250-N	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1340	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J Manuel Cortes
XEBL	1260	1000-N 500-D	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1310	5000-D 250-N	Torreon, Coah.	La Voz de la Laguna, S. A.
XEBS	1410	1000	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	620	1000-D	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	1000-D 600-N	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodif Coahuila, S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	1000-D 250-N	Los Mochis. Sin.	Francisco Perez H.
XECH	1490	250	Tuluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1300	1000-D 500-N	Culiacan, Sin.	
XECZ	1430	1000	San Luis Potosi, S. L. P.	Guadelupe Delgado Ramirez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico,S.A
XEDE	1400	250	Saltillo, Coah.	Blas Narro Dune
XEDF	790	1000-D 500-N	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Oscar Gonzalez Galindo
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	1000	Guadalajara, Jal.	Manuel Lopez Diaz
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500-D 250-N	Guaymas, Son.	Refugio Ortega
XEDS	1420	1000-D 500-N	Mazatlan, Sin.	Alejandro A. Schober
XEDU	860	1000-D 500-N	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. de Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	5000-D 500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	1000	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	5000-D 1000-N	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	
XEFO	1480	5000-D 500-N	Poza Rica, Ver.	
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordo Rocha
XEFW	810	50000-D 30000-N	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	2500	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	1270	250	Acambaro, Gto.	
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	5000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	10000-D 5000-N	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz Ver.	Sucs. de Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	980	250	Cuernavaca, Mor.	Ed Jiminez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Difusoras de Occidente
XEJP	1150	1000-D 600-N	Mexico, D. F.	Radio America, S. A.
XEJW	1270	250	Jalapa, Ver.	Marino Caraza
XEJX	1520	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	1000-D 250-N	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1330	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	5000-D 1900-N	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	10000	Leon, Geato.	Radio Impulsora del Centro, S. A.
XELK	1280	250	Zacatecas, Zac.	Jose M. Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	150000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	1000	Morelia, Mich.	Jose Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Eduardo Reynoso Gonzales
XELW	1340	1000-D 250-N	Guadalajara, Jal.	Salvador Galindo de la Torre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina
XEMA	1340	250	Fresnille, Zac.	Jose Miguel Acevedo Moya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1490	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	920	1000-D 250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	1000-D 250-N	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	5000-D 500-N	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	5000-D 250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	5000	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo del Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEOM	1340	250	Coatzacoalcos, Ver.	Daniel Schacht Perez
XEON	710	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula

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25 Million prospective buyers that can be reached through

TWO BIG RADIO & TV STATIONS

XEW-RADIO XEW-TELEVISION
MEXICO'S LEADING BROADCASTERS

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FEATURING "THE BLUE NETWORK"

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RADIO PROGRAMAS DE MEXICO
INSTITUCION MEXICANA DE RADIO

ALWAYS SERVICING WISE ADVERTISERS

Call Letters	Frequency (Kcs.)	Power	Location	Owner, Mgr. or Operating Agency
XEOX	1430	1000-D 500-N	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	50000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Cea Mexico de Radiodif., S. A.
XEPK	760	250	Pachuca, Hgo.	Radio Publicidad Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Corp Mexicana de Radio, S. A.
XEQW	1450	250	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Rosarito	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F
XERF	1570	150000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A
XERH	1500	5000-D 500-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	1000	Mazatlan, Sin.	Oscar Perez E.
XERK	1380	500	Tepic, Nay.	Tomas Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	5000-D 250-N	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Augustin Obregon Padilla
XERZ	1240	250	Leon, Gto.	Carlos Obregon Padilla
XESA	1360	500	Culiacan, Sin.	Pablos 7 Elizalde
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	500	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	250	San Luis Potosi, S. L. P.	Josefina Delgado Sucs.
XESM	1470	500	Mexico, D. F.	Salvador San Martin
XETB	1350	5000-D 500-N	Torreon, Coah.	Radio Laguna, S. A.
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1390	1000-D 500-N	Mazatlan. Sin.	Radio Emisora de Occidente
XETL	1390	1000	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XETO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. de Francisco Campos H.
XETR	1120	1000	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	500-D 250-N	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	980	1000	Tampico. Tams.	Impulsora Moderna del Radio, S. A
XETX	1400	1000-D 250-N	N. Casas Grandes, Chih.	Laureano F. Molihar, Jr.
XEUF	610	500	Uruapan, Mich.	Ignacio Navarro
XEVV	970	1000-D 500-N	Villahermosa, Tal	
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	(1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	250	Tehuacan, Pue.	
XEXT	980	1000	Tepic, Nay.	State Government
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

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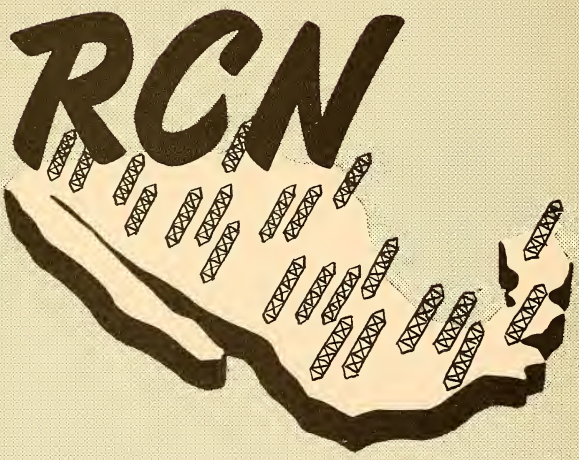

ACAPULCO, GRO.
AGUASCALIENTES, AGS.
AGUA PRIETA, SON.
CAMARGO, CHIH.
CIUDAD JUAREZ, CHIH.
CIUDAD OBREGON, SON.
COATZACOALCOS, VER.
CUAUTLA, MOR.
CULIACAN, SON.
CHIHUAHUA, CHIH.
DELICIAS, CHIH.
DURANGO, DGO.
GUADALAJARA, JAL.
HERMOSILLO, SON.
HUATABAMPO, SON.
JALAPA, VER.
LA BARCA, JAL.
LEON, GTO.
LOS MOCHIS, SIN.
MAGDALENA, SON.
MATAMOROS, TAMPS.
MAZATLAN, SIN.
MERIDA, YUC.
MEXICALI, B. C.
MONTERREY, N. L.
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PARRAL, CHIH.
PIEDRAS NEGRAS, COAH.
POZA RICA, VER.
PUEBLA, PUE.
REYNOSA, TAMPS.
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SANTA ANA, SON.
SANTA BARBARA, CHIH.
TAMPICO, TAMPS.
TEPIC, NAY.
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RADIO CADENA NACIONAL S.A.
Vallarta 1 Sixth Floor Mexico D.F.

Radio Cadena Nacional, S. A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
Mexico City, Mexico

—PERSONNEL—

President & General Manager.....Rafael Cutberto Navarro
Sub-Manager.....José Horacio Septién
Assistant Manager—Accounting.....Raquel Burgos Romero
Assistant to President.....María Vázquez
Sales Manager.....Héctor Ventura de Castro
Head of Control.....Valente Garza Garcia
Advertising Department.....Jorge Suarez Lozano

AFFILIATED STATIONS IN MEXICO

Call Letters	*City*	*Call Letters*	*City*
XELJ	Acapulco, Gro.	XEAA	Mexicali, B. C.
XERO	Aguascalientes, Ags.	XET	Monterrey, N. L.
XEFH	Agua Prieta, Son.	XEAW	Monterrey, N. L.
XEAO	Agua Prieta, Son.	XEAR	Monterrey, N. L.
XEHA	Camargo, Chih.	XEG	Monterrey, N. L.
XEJ	Ciudad Juarez, Chih.	XEOK	Monterrey, N. L.
XELO	Ciudad Juarez, Chih.	XESF	Morelia, Mich.
XEWG	Ciudad Juarez, Chih.	KNOG	Nogales, Arizona
XEF	Ciudad Juarez, Chih.	XEDF	Nuevo Laredo, Tamps.
XEAP	Ciudad Obregon, Son.	XEAS	Nuevo Laredo, Tamps.
XEGB	Coatzacoalcos, Ver.	XERG	Nuevo Laredo, Tamps.
XEWF	Cuautla, Mor.	XEJS	Parral, Chih.
XECO	Culiacan, Sin.	XEMJ	Piedras Negras, Coah.
XESA	Culiacan, Sin.	XEFO	Poza Rica, Ver.
XEM	Chihuahua, Chin.	XECD	Puebla, Pue.
XEBW	Chihuahua, Chin.	XEOR	Reynosa, Tamps.
XEJK	Delicias, Chih.	XEGC	Sahuayo, Mich.
XEDU	Durango, Dgo.	XEKS	Saltillo, Coah.
XEHL	Guadalajara, Jal.	XEPO	San Luis Potosi, SLP.
XEHK	Guadalajara, Jal.	XECB	San Luis Rio Colorado, Son.
XEJE	Guadalajara, Jal.	XEAB	San Ana, Son.
XEAD	Guadalajara, Jal.	XESB	Santa Barbara, Chih.
XEBA	Guadalajara, Jal.	XEFW	Tampico, Tamps.
XEDL	Hermosillo, Son.	XETO	Tampico, Tamps.

Call Letters	City	Call Letters	City
XEHX	Huatabampo, Son.	XEXT	Tepic, Nay.
XEJW	Jalapa, Ver.	XEBG	Tujuana, B. C.
XELB	La Barca, Jal.	XEAU	Tijuana, B. C.
XERZ	Leon, Gto.	XEXX	Tijuana, B. C.
XECU	Los Mochis, Sin.	XESP	Tlaquepaque, Jal.
XEDJ	Magdalena, Son.	XETB	Torreon, Coah.
XEO	Matamoros, Tamps.	XEOB	Torreon, Coah.
XEMT	Matamoros, Tamps.	XEFN	Uruapan, Mich.
XERJ	Mazatlan, Sin.	XETF	Veracruz, Ver.
XEDS	Mazatlan, Sin.	XERF	Villa Acuna, Coah.
XEZ	Merida, Yuc.	XEDH	Villa Acuna, Coah.
XEMQ	Merida, Yuc.	XEXZ	Zacatecas, Zac.
XEMH	Merida, Yuc.	XEZM	Zamora, Mich.
XED	Mexicali, B. C.	XEGT	Zamora, Mich.

AFFILIATED STATIONS IN MEXICO CITY

Call Letters	City	Call Letters	City
XEX	Mexico, D. F.	XEDA	Mexico, D. F.
XEB	Mexico, D. F.	XEBS	Mexico, D. F.
XELA	Mexico, D. F.	XERH	Mexico, D. F.
XEL	Mexico, D. F.	XEN	Mexico, D. F.
XEK	Mexico, D. F.	XEJP	Mexico, D. F.
XEAI	Mexico, D. F.		
XEBZ	Mexico, D. F.	Radio Mil	Mexico, D. F.
XELZ	Mexico, D. F.	XERC	Mexico, D. F.
XEMX	Mexico, D. F.	XEQR	Mexico, D. F.
Radio 6.20	Mexico, D. F.	XEQB	Mexico, D. F.
Radio 590	Mexico, D. F.	XEQK	Mexico, D. F.
XESM	Mexico, D. F.		
XEMC	Mexico, D. F.		

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

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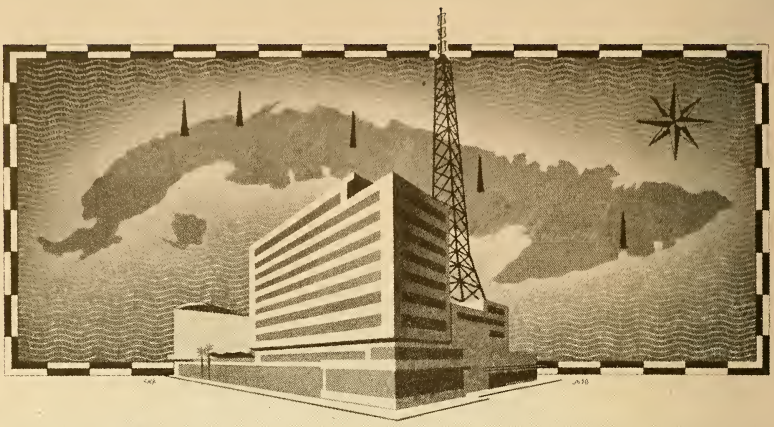
Assistant Manager—Commercial.....Antonio Eufracio Ontiveros

Assistant Manager—Accounting.....Horacio Niño Medina
Executive .....V. Mundz Ayarza
Executive .....Victor Rivero
Assistant to Pres. & Gen. Mgr.....Joaquin de la Garza
Advertising Department.....Homero Rios D.

AFFILIATED STATIONS IN MEXICO

Call Letters	*City*
XEBI	Aguascalientes, Ags.
XEYZ	Aguascalientes, Ags.
XEA	Campeche, Camp.
XEFQ	Cananea, Son.
XENC	Celaya, Gto.
XEJK	Ciudad Delicias, Chih.
XEBC	Ciudad Guzman, Jal.
XEP	Ciudad Juarez, Chih.
XEOX	Ciudad Obregon, Son.
XETR	Ciudad Valles, S. L. P.
XEBJ	Ciudad Victoria, Tamps.
XEOM	Coatzacoalcos, Ver.
XERL	Colima, Col.
XEAG	Cordoba, Ver.
XEJC	Cuernavaca, Mor.
XEBL	Culiacan, Sin.
XEFI	Chihuahua, Chih.
XEBU	Chihuahua, Chih.
XERA	Chihuahua, Chih.
XEE	Durango, Dgo.
XEPF	Ensenada, B. C.
XEMA	Fresnillo, Zac.
XEAV	Guadalajara, Jal.
XELW	Guadalajara, Jal.
XEDK	Guadalajara, Jal.
XEWZ	Guanajuato, Gto.
XEGS	Guasave, Sin.
XEDR	Guaymas, Son.
XEBH	Hermosillo, Son.
XEHT	Huamantla, Tlax.
XEBO	Irapuato, Gto.
XEWE	Irapuato, Gto.
XEKL	Jalapa, Ver.
XEJA	Jalapa, Ver.
XELC	La Piedad, Mich.
XELG	Leon, Gto.
XERW	Leon, Gto.
XER	Linares, N. L.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XETK	Mazatlan, Sin.
XEQW	Merida, Yuc.
XEFC	Merida, Yuc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEMF	Monolova, Coah.
XEFB	Monterrey, Coah.
XEMR	Monterrey, N. L.
XEI	Morelia, Mich.
XELQ	Morelia, Mich.
XETM	Naco, Son.
XEGL	Navojoa, Son.
XEHF	Nogales, Son.
XETX	N. Casas Grandes, Chih.
XEFE	Nuevo Laredo, Tamps.
XEAN	Ocotlan, Jal.
XEAX	Oaxaca, Oax.
XETQ	Orizaba, Ver.
XEPP	Orizaba, Ver.
XEPK	Pachuca, Hgo.
XEAT	Parral, Chin.
XEMU	Piedras Negras, Coah.
XEHR	Puebla, Pue.
XENA	Queretaro, Qro.
XERT	Reynosa, Tamps.
XEBX	Sabinas, Coah.
XERX	Salamanca, Gto.
XEDE	Saltillo, Coah.
XESJ	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XEBM	San Luis Potosi, S. L. P.
XETU	Tampico, Tamps.
XES	Tampico, Tamps.
XETS	Tapachula, Chis.
XEWJ	Tehuacan, Pue.
XERK	Tepic, Nay.
XEC	Tijuana, B. C.
XECH	Toluca, Mex.
XEBP	Torreon, Coah.
XEDN	Torreon, Coah.
XEUX	Tuxpan, Nay.
XETL	Tuxpan, Ver.
XEON	Tuxtla Gutierrez, Chis.
XEUF	Uruapan, Mich.
XEU	Veracruz, Ver.
XEHV	Veracruz, Ver.
XEZU	Zacapu, Mich.
XELK	Zocatecas, Zac.
XETA	Zitacuaro, Mich.



CMQ HAVANA, CUBA Television

THE FIRST NATIONAL TELEVISION NETWORK IN LATIN AMERICA!

In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory-a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the Island of Cuba - THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:
Melchor Guzmán, 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

STATION	CHANNEL	POWER	HEIGHT OF ANTENNA ABOVE SEA LEVEL	RADIATED POWER VIDEO	RADIATED POWER AUDIO
HAVANA	6	5000 watts	385 feet	9382 W.	18765 W
MATANZAS	9	500 "	760 "	1507 "	3015 "
STA. CLARA	5	5000 "	1020 "	8439 "	16878 "
CAMAGUEY	6	500 "	650 "	896 "	1793 "
STGO. DE CUBA	2	5000 "	1760 "	7802 "	15604 "

IN CUBA... LET CMQ-TV SELL FOR YOU

STATIONS OF CUBA

☆

Location	Call Letters	Frequency (Kcs.)	Power (Kw.)
Pinar Del Rio	CMAR	1170	.25
Artemisa	CMAD	1240	.25
Bayamo	CMKX	1390	.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey (Circuito CMQ)	CMJL	920	5.
Camaguey	CMJK	1150	0.5
Camaguey	CMJB	880	1.
Camaguey	CMJA	1060	0.25
Camaguey	CMJF	1340	1.
Camaguey	CMJR	1030	1.
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CMHD	890	1.0
Camajuani	CMHF	1040	1.0
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHJ	1350	0.25
Cienfuegos	CMHU	720	.25
Ciego de Avila	CMJD	1190	.25
Ciego de Avila	CMJY	760	1.
Ciego de Avila	CMJM	840	.5
Ciego de Avila	CMJH	1370	.25
Ciego de Avila	CMJO	1470	0.25
Havana	CMZ	1560	10.
Colon	CMGU	1340	.25
Cruces, L. V.	CMHK	1210	0.25
Encrucijada	CMHE	1090	.25
Florida	CMJI	1400	0.25
Guantanamo	CMKI	1560	.25
Guantanamo	CMKA	1250	.25
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana (Circuito CMQ)	CMQ	630	25.
Havana	CMCA	1560	10.
Havana (Radio Reloj)	CMCB	1330	1.
Havana	CMCQ	1420	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1060	10.—d; .25 n

Stations of Cuba

Location	Call Letters	Frequency (Kcs.)	Power (Kw.)
Havana	CMCO	1230	.25
Havana	CMBD	1520	0.25
Havana	CMCU	660	1.
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMCF	910	10.0
Havana	CMK	1190	.25
Havana	CMBL	860	15.
Havana	CMCI	1260	5.
Havana	CMOA	1590	.25
Holguin	CMKM	560	5.
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin (Circuito CMQ)	CMKJ	730	5.0
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Camaguey	CMJG	1000	1.
Havana	CMCH	790	10.
Havana	CMCM	1460	0.25
LaMaya	CMKT	1520	.25
Matanzas	CMGW	1100	0.5
Matanzas	CMGF	1240	0.25
Matanzas	CMGL	1400	.25
Moron	CMJX	1230	.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	760	5.
Pinar del Rio (Circuito CMQ)	CMAQ	920	1.0
Pinar del Rio	CMAN	840	1.0
Pinar del Rio	CMAW	800	0.25
Havana	CMCK	980	5.
Havana	CMBF	950	10.0
Puerto Padre	CMKY	1350	1.0
Havana	CMBZ	830	5.
Havana	CMCY	590	15-D 25-D
Havana	CMBQ	1010	25.0
Havana	CMBC	690	10.0
Havana	CMCD	740	10.
Havana	CMW	550	2.5
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25

Location	Call Letters	Frequency (Kcs.)	Power (Kw.)
Sancti Spiritus	CMHB	780	.25
Sancti Spiritus	CMHT	990	1.
Santa Clara	CMHI	570	10-D
Santa Clara (Circuito CMQ)	CMHQ	640	10.0
Santa Clara	CMHW	810	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CMHM	1130	1.
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba (Circuito CMQ)	CMKU	850	2.0
Santiago de Cuba	CMKW	800	2.0
Santiago de Cuba	CMKL	1000	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKB	1170	1.
Santiago de Cuba	CMKC	770	1.0
San Luis, Oriente	CMKQ	1460	.25
Havana	CMOX	1490	.25
Havana	CMBS	1090	0.25
Havana	CMBG	1360	0.25
Victoria de las Tunas	CMKE	1320	.25
Victoria de las Tunas	CMKG	1490	.25
Santiago de Cuba	CMDA	650	1.

Television Stations of CUBA

UNION TELEVISION, S. .A

Mazon 52, Habana, Cuba
Cable: Unratel
Telephone: U-6056 — U-5323

CIRCUITO CMQ, S. A.

Radiocentro, Habana, Cuba
Director General.....Goar Mestre
Director of News and Public Relations
Abel Mestre
General Sales Manager.....Arturo Chabau
Director of Personnel.....Rene Puig
Manager of TV Program Dept.
Ramiro Gomez Kemp
Manager of Advertising and Promotion
Miguel A. Martin
Manager of Film Procurement Dept.
Jenny Torres

U. S. REPRESENTATIVE

Melchor Guzman Company
45 Rockefeller Plaza
New York City — Circle 7-0624

STATIONS

Call Letters	City	Channel	Licensee
CMUR-TV	Havana		Union Radio
CMQ-TV	Havana	6	CMQ
CMQ-TV	Santa Clara	5	CMQ
CMQ-TV	Camaguey	6	CMQ
CMQ-TV	Santiago	2	CMQ
CMQ-TV	Matanzas	9	CMQ

What's in a Name?

15,000 watt High Speed Telegraph Transmitter for Inter-continental service

Way back in 1922, the late Henry C. Gates, well known industrialist, decided to make the name GATES synonymous with service in the electronics field.

Today, 30 years later, it would be a rare exception to find anyone who does not know about GATES products.

One of the oldest manufacturers of electronic equipment in the world, the GATES RADIO COMPANY specializes in radio transmitting equipment of all types — AM, FM, TV, Communications, etc.

By so specializing — and through production efficiency —GATES is able to offer higher quality at more modest prices.

No job is too large or small, too complex or simple for GATES to tackle.

Because GATES itself manufactures a large number of the components that go into finished GATES equipment, designs are not assemblies built to the convenience of someone else's particular size of material.

This means GATES offers "custom-built" quality and efficiency at prices that pleasantly surprise.

All of these points are of outstanding importance to you — are specific reasons for wanting your transmitting equipment to bear that familiar and trusted name — GATES.

Turntable

F.C.C. Approved Frequency Monitor

Dual Channel Speech Input System

GATES Supercabe Co-ax

GATES Inductor

Tube Sockets for High Powered Tubes

GATES PRODUCTS

• Commercial broadcasting equipment • Commercial communications transmitting equipment • Television transmitting equipment • Frequency modulated transmitting equipment • Mobile transmitting equipment • Audio equipment including: broadcast, recording, public address • Specially designed electronic instruments including: vibration fatigue apparatus, laboratory hearing aid equipment, recording equipment • And many other items.

GATES

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 East 40th Street, New York City • Canadian Marconi Company, Montreal, Quebec, Canada

EQUIPMENT

Radio-TV Equipment Manufacturers

☆

RTMA Personnel — Committees

☆

Consulting Engineers

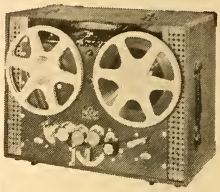
☆

8 reasons why engineers everywhere select PRESTO above all others

TAPE RECORDERS

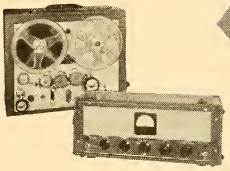
PRESTO rack mounted RC-10 24

Three-motor drive eliminates take-up clutch. Solenoid type brakes operated by push button. Three magnetic heads. Accommodates 10½" reel.



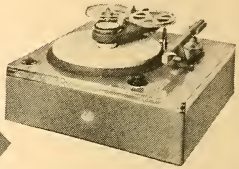
PRESTO portable RC-10 14

High fidelity tape recorder with rotary type selector control. Speeds of 7½" and 15" per sec.



PRESTO portable PT-920

The top buy in portable tape recorders, 10 watt amplifier, two speakers and amplifier in one case. 3 motors, no take-up clutch.



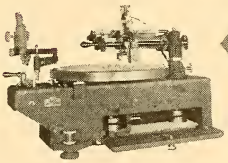
PRESTO tape reproducer TL-10

New and improved. Permits tape playback on 16" turntable at 7½" or 15"/sec. Plugs into standard speech input equipment.

DISC RECORDERS

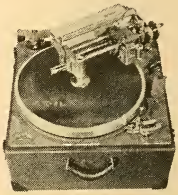
PRESTO studio console 8 D-G

Direct gear drive, twin motors. 8 feed pitches in each direction. Radial cantilevered overhead with 1-D cutting head.



PRESTO portable 6-N

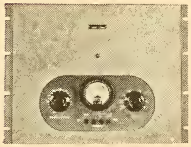
Low mechanical noise level; excellent accuracy at 78 and 33⅓ rpm; 1-D cutting head. Microgroove attachment available.



RECORDING AMPLIFIERS

PRESTO 92-B

For rack mounting. 60 watts, push button selector for recording characteristics. Removable front panel for easy maintenance.



PRESTO portable 90-B

Distortion of less than 1.5% at maximum output, 3 microphone input with mixer and master gain control. Complete facilities for remote recording.

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS

☆

Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500

President .....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vive-Pres., Appliance Div..Lee H. D. Baker
Vice-Pres., Real Estate..Richard F. Dooley
Vice-Pres., Electronics Div.....R. A. Graver
Vice-Pres., Sales.....Wallace C. Johnson
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Vice-Pres., Eng.....Kenneth D. Turner
Treasurer .....Lynn C. Park
Secretary .....George E. Driscoll
Assistant Secretary.....Frank H. Uriell
Comptroller .....Edgar C. Bauler
Adv. Dir.....Seymour Maintz
Public Relations Dir.....Neil T. Regan
Asst. Adv. Mgr.....John Wm. Walt
TV Promotion Mgr.....Edwin J. Sherwood
Service Manager.....M. J. Schinke

PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phonograph combinations. Table model AM radios, AM-FM radio phonograph combinations. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5-5151

Pres.-Sales Manager.....F. F. Loock
Radio Sales Mgr.....D. S. W. Kelly
Chief Engineer.....J. J. Mellon
Credit Manager.....E. M. Kroening
Purchasing Agent.....Theron C. Child
Advertising Mgr.....A. H. Fensholt
Industrial Relations Mgr.....George Megow
Export Mgrs.....Rockne Intern't Corp.
Service Mgr.....G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoil Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

Allied Radio Corp.

833 W. Jackson Blvd., Chicago 7, Ill.
Phone: HAymarket 1-6800

Pres. & Gen. Mgr.....A. D. Davis
Treasurer.....A. E. Davis
Merchandising Manager.....Alex Brodsky
Sales Manager.....S. H. Levey
Sales Promotion Mgr.....J. W. Rubin
Gen. Superintendent....W. M. Kordsiemon
Office Manager.....A. Shapiro
Operations Manager.....Fred Schnurstein

PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

American Structural Products Co.
subsidiary of
Owens-Illinois Glass Co.

Box 1935, Toledo 1, O.
Phone: FA. 6543

President .....S. J. McGiveran
Gen. Sales Mgr.....E. B. Dennis, Jr.
Industrial & Electronics
Sales Mgr. .....J. P. Kearney
Sales Promotion Mgr.....Harlan Hobbs
Advertising Mgr.....W. E. McWhorter

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone: MAin 5-2050

Pres. & Sales Manager.....Sam Norris
Dir. of Engineering.....Simeon Weston
Purchasing Agent.....Arnold Fricke
Advertising Mgr.....Louis Shappe
Export Managers.....Rocke International

PRODUCTS: Tubes: Transmitting, Power, Photo, X-Ray, Radiation Counter, Magnetrons, Special Purpose, Vacuum Condensers, Sub-miniature tubes, all tube accessories, etc.

Ampex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: EMerson 8-1471

Chmn. of Board.....T. Kevin Mallen
President.....A. M. Poniatoff
V.P.-Gen. Mgr.....George I. Long
Secretary.....C. E. McSharry
Mgr. Prod. Engr. Dept....Harrison Johnston
Comptroller.....Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....Henry Blehert
Purchasing Agent.....Albert A. Goffstein

Export Managers.....Lincoln Export Co.
Service Manager.....Allan Degnan
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42St., New York 18, N. Y.
Phone: LOngacre 5-6622

President .....Ernest V. Amy
Pur. Agt. & Credit Mgr.....Frank King
Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411

President .....Frank A. D. Andrea
Sales Manager .....Lynn Eaton
Gen. Sec. & Chief Engineer.....H. J. Heindel
Plant Mgr.....Joseph A. Poitras
Service Mgr.....Joseph Haug
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Masvidal
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 E. 75 St., Chicago 19, Ill.
Phone: TRiangle 4-4400

Chairma, Bd. of Dir.....Dr. V. J. Andrew
President .....Mrs. A. S. Andrew
V.P. & Gen. Mgr.....C. R. Cox
Production Mgr.....D. M. Smith
Chief Engineer.....J. S. Brown
Controller.....H. L. Coltman
Sales Manager.....J. A. Estelle
PRODUCTS: Coaxial transmission line FM-AM-TV, antennas FM broadcast, antenna phasing equipment and accessories, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

Ansley Radio & Television, Inc.

85 Tremont St., Meriden, Conn.
Phone: 5-0660

President.....T. S. Harris
Vice-President.....R. G. Kramer
Chief Engineer.....J. Sieger
PRODUCTS: Television Receivers, AM-FM Radios, Phonograph Combinations.

The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.
Phone: 12-656

President.....L. D. Cahoon
Vice-Pres. & Gen. Mgr.....George B. Fraser
Vice-Pres. & Sec.....C. M. Chorpening
Vice-Pres. & Asst. Sec.....F. H. Kuhlman
Chmn. of Bd. & Asst. Treas...James H. Ross
Sales Manager.....W. J. Doyle
Chief Engineer.....G. A. Morrell, Jr.
Plant Superintendent.....R. G. James
Purchasing Agent.....H. J. Greene
PRODUCTS: All channel TV & FM boosters, U.H.F. converters.

Audak Company

500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724

President .....Maximilian Weil
Vice-President .....Geo. V. Sullivan
Advertising .....Hart Lehman
Secretary .....J. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President .....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes
BRANCH OFFICE: Allan H. Bodge, West Coast, Mgr., 1006 N. Fairfax Ave., Hollywood 46, Calif.
Phone: HOllywood 9-8902
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape).

Audio Masters Co.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-3881

President .....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corporation

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091

President.....Charles E. Rynd
Vice-President.....Percy L. Deutsch
Vice-President.....Russell O. Hudson
Vice-President.....Thomas P. Robinson
Vice-President.....W. Oliver Summerlin
Vice-President.....Fred M. Thrower
Vice-Pres., Treas. & Assistant Secretary.....Richard S. Rynd
Secretary.....Norah K. Donovan
Director of Adv. & Sales Promotion.....Leon A. Wortman
PRODUCTS: Sales and engineering representatives for the finest line of magnetic tape and disc recording equipment manufactured by: Altec Lansing Corp., Ampex, Audiodisc, Cinema Engineering Co., Editall Tape Splicer, Electric-Voice, Fairchild Disc Recorders and Playbacks, Langevin Mfg., Jim

Lansing, McIntosh Amplifiers, Minnesota Mining & Manufacturing magnetic tape, Pickering, Telefex TV Productions Equipment and Rear-Process Slides, Thermo-Fax Duplicators and Sheets.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President .....Martin H. Benedek
Vice-Pres., Charge of Sales..Bert E. Smith
Chief Engineer.....Joseph A. Mazzola
Credit Mgr.....M. E. Silver
V.P. Charge of Mfg.....J. A. Heimbruch

PRODUCTS: Intermediate Frequency Coils, Radio Frequency Coils, K-trans, tuners.

John F. Beasley Construction Co.

P. A. Box 1624, Muskogee, Okla.
Phone: 4762

President .....John F. Beasley
Vice-President.....Marvin W. Kyger
Secretary-Treas. .....James H. Beasley
Assistant Secretary.....Andrew B. Lytle

Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio-television towers and antennas.)

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland
Phone: Towson 2200

General Manager .....W. A. Mara
General Sales Manager.....R. W. Fordyce
Merchandise Manager.....C. J. Hassard
Adv. & Sales Prom. Mgr.....W. C. Lederer
Credit Manager .....H. F. B. Kerr
Chief Engineer .....J. M. Miller, Jr.
Service Manager .....W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phono on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TUxedo 4020

General Manager .....W. A. Mara
Sales Manager .....R. W. Fordyce
Chief Engineer .....J. Miller
Advertising Manager .....W. C. Lederer
Purchasing Agent .....J. L. Winchester

PRODUCTS: Radio and Television Receivers.

The William Brand & Co.

North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661

President ....William Brand
Vice-President.....A. W. Brand
Sales Manager.....R. H. Robinson
Purchasing Agent.....J. R. Garey
Office Manager.....E. F. Low
Credit Manager.....H. K. Lathrop

Chicago Office, 1313 W. Randolph St.
E. W. Brinson, Mgr.; Phone: SEeley 8-0345

PRODUCTS: Turbo Varnished Tubing—All NEMA grades. Cotton, rayon, or glass braid. Turbo Saturated Sleeving—all NEMA grades. Cotton, rayon, or glass braids. Turbosil Silicone Glass Varnished Tubing—all NEMA grades. Turbo Silicone Glass Saturated Sleeving—all NEMA grades. Turbo Cambrics, tapes, cloths, and papers. Turbotuf Tubing and Sleeving—NEMA grades B-A-1, B-B-1, B-C-1. Glass braid coated with Turbotherm insulation.

Turbo Extruded Plastic Tubing: Turbotherm 105, UL approved for a continuous operation at 105° C. Turbotrans is specially processed tubing of high quality used extensively for potting and baking operations, etc. Turbozone 47, special compound to meet AAF12047A specification. Turbolex 63, meets MIL-I-631 requirements. Turbolex 85, general purpose tubing for moderate heat and occasional exposure to oil.

Turbo Wire and Multi-Conductor Cables: Turbotherm 60, types SRIR and SRHV. Available with nylon jacket in standard RMA colors. Sizes 16 to 24 solid or stranded. Turbotherm 80, radio, instrument, and control hook-up wire. Approved appliance wire for 80° C. 300-600 volts with or without cotton, rayon or glass lacquered overbraid. Sizes 12 to 26 solid or stranded. Numbers 14, 16, and 18 stranded UL approved for 80° C. 1000 volts. Available also as a thin-wall instrument wire. Meets Buships 15-W-9 type LV. Nos. 22-28 in solid or stranded. RMA standard colors. Turbotherm 90, radio, instrument, and motor lead wire, with or without lacquered braid. UL approved 90° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, motor lead and appliance wire UL approved 105° C., 600 volts. Nos. 16 to 26 solid or stranded. Turbotherm 105, hook-up and appliance wire with a lacquered glass overbraid UL approved 105° C., 300-600 volts. Nos. 16 to 26 solid or stranded. Turbolene PE, low voltage loop antenna wire. Nos. 22 and 24 solid or stranded with natural or brown insulation. Turbolene NF, high voltage appliance wire. UL approved 10,000 and 20,000 volts. Nos. 14 to 22 solid and stranded in natural white. Neon Sign Cable, UL approved 15,000 volts. Nos. 12 and 14 stranded in a natural color primary insulation with a black jacket.

Turbo Mica Products: Heater Plate, withstand direct contact with heat, 1000° F., 625 VPM. Flexible Plate, soft mica bonded with non-hardening adhesive varnish can be bent

or molded whether cold or warm. Amber Segment Plate, soft edge for wearing down with copper commutator bars, 600 VPM. Molding Plate, moldable at approximately 284° F., on flat sheets, 600 VPM up to .015 inch thickness, 450 VPM .015 inch and over.

Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.
Phone: ELizabeth 2-7600

President .....N. Dinion
Vice-Pres. & Chief Eng.....Lincoln Walsh
Purchasing Agent.....Frank Hill

PRODUCTS: High quality audio amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: WInchester 6-2121

President .....G. H. Browning
Vice-President .....R. L. Purrington
Chief Engineer .....F. A. Spindell
Production Manager .....J. C. Sullivan

PRODUCTS: FM tuners: FM-AM tuners; Frequency meters, cathode ray oscilloscopes. Regulated power supplies and square wave generators. Standing wave amplifiers.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Cambridge Thermionic Corp.

445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Vice-President.....Mary G. McGillen
Vice-President.....Danforth W. Comins, Jr.

PRODUCTS: Frequency measuring service for AM-FM and TV lugs, terminal boards, electronic hardware, insulated terminals feed thrus, coils, coil forms, chokes and tooling.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President .....J. G. Best
V. P. & Gen. Sales Mgr.....W. A. Nicely
V. P. & Gen. Mgr.....B. S. Turner
Chief Engineer .....W. H. Budd
Credit Manager .....M. F. Schenck
Purchasing Agent .....F. A. Bundy
General Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily
Export Manager.....W. A. Nicely
Traffic Manager .....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Washington Street
Dover, N. H.
Phone: DOver 975

Chairman of the Bd.....John Mucher
President .....Victor Mucher
Sales Mgr. Distributors Div. .....Fran Chamberlain
Secretary .....Arthur Richenthal
Exec. Vice-Pres. & Chief Engineer.....George Mucher
V.P. in Chg. of Sales.....I. J. Youngblood
Jobber Sales Mgr.....Fran G. Chamberlain
N. Y. Phone: MUrray Hill 9-2518

PRODUCTS: Volume controls, tone controls, wire wound power resistors, glasohms, resistor tubes, voltage dividers, L & T pads, attenautors. Decade Bos, rotary switches, television tube beam bender.

Capehart-Farnsworth Corp.

3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: ANthony 5301

President .....Fred D. Wilson
Chairman of the Bd.....Wm. H. Harrison
Vice President (Research) Philo T. Farnsworth
Vice President (Engineering).Antony Wright
Treasurer .....Paul H. Hartmann
Comptroller .....W. F. Hoeppner
Secretary and Asst. Treas.....C. H. Wiggin
Director of Sales.....E. Patrick Toal
Merchandise Mgr.....I. C. Hunter
Director of Advertising.....S. A. Morrow
Director of Purchases.....R. B. Brown
Traffic Mgr. .....R. M. Hoey
Credit Mgr. .....A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table, clock, and portable radios.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281

President .....Arthur A. Collins
Executive V. P. (New York).W. J. Barkley
Vice-Pres.-Gen. Mgr. .....R. S. Gates
V.P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer .....S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

President .....Edward Wallerstein
V. P. in Chg. of Sales....Paul E. Southard
V. P. in Chg. of Mfg. and Engineering
J. H. Hunter
Dir. of Research.....William Bachman
Treasurer .....William Wilkins
Dir. of Purchases...Robert P. Robinson, Jr.
Advertising Mgr. .....Albert Earl
Export Mgr.....L. V. Ruysschaert
Ind. Rel. Mgr.....K. Raine
Order Service Mgr.....E. P. Eldridge
Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: GEneva 4140

President .....H. R. McIlvaine
Credit Manager .....J. E. DeVleshower
Chief Engineer.....J. H. Conc
Sales Engineer .....J. S. Kirk
Sales Manager .....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyratrons, lead sulfide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 10, Texas
Phone: EVergreen 1137

President .....James O. Weldon
Vice-President .....Lester H. Carr
General Mgr. .....W. M. Witty

PRODUCTS: Broadcast transmitters, 250 watt through 50 killowatt. Antenna phasing equipment and associated apparatus.

Corning Glass Works

Corning, New York
Phone: Corning 372

President .....W. C. Decker
V.P. & Controller.....George D. Macbeth
V.P. & Secretary.....William H. Curtiss
V.P. & Treasurer.....Chas. D. LaFollette
Vice President .....Harry M. Hosier
Vice President.....Jesse T. Littleton
Vice President .....William C. Taylor
Asst. Secretary .....Wm. W. Sinclaire
Asst. Secretary .....Frederick H. Knight
Asst. Treasurer .....C. H. Kruidenier
Mgr. Elec. Products Div.....J. L. Hanigan
Mfg. Mgr. Elec. Products Div.....N. J. Yang
Sales Mgr. Electronic Sales Dept.
J. S. Muller
Purchasing Agent .....F. S. Conable
Mgr., Public Relations Department
Howard E. Bahr

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140

President .....John Cook
Vice-Pres. & Gen.
Sales Mgr. .....W. F. Osler, Jr.
Treasurer .....J. C. Stagg
Secretary .....J. E. Hoffman
Sales Mgr. (Electric Wire
Products Div.) .....J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.
Phone: KIrby 6600
N. Y. Phone: MUrray Hill 3-0202

Vice-Pres. & Gen. Mgr.....John W.Craig
Vice-Pres. & Gen. Sales Mgr...Wm. A. Blees
Gen. Works Mgr.....F. L. Meacham
General Controller.....L. W. Adkins
Controller .....W. A. Smith
Director of Purchases.....Frank W. Warner
Director of Industrial
Relations .....Paul W. Deubery
Asst. Gen. Sales Mgr. in Chg.
Sales Prom. & Service.....R. K. White
Asst. Gen. Sales Mgr.-In
Charge of Adv.....V. C. Havens
Asst. Gen. Sales Mgr. Prods....Inwood Smith
Dir. of Public Relations...Varley P. Young
Mgr. Radio Sales Section.....H. F. Koether
Mgr. TV Sales Section....H. E. McCullough
Mgr. Radio & TV Section.....L. E. Septer
Mgr. Appliance Eng.....O. E. Norberg
Mgr. Electronic Eng.....D. B. Nason
Credit Manager .....John J. Hope, Jr.
Director of Exports.....Tye M. Lett, Jr.
Service Dept. Mgr..Richard H. Scheneberger
Traffic Dept. Mgr.....Frank C. Partlan

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdcliffe 3-4100

President .....E. M. Doolittle
Genl. Manager .....M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. "littlefones" Models PJZ-2, three-quarters watt output, 25-50 mc. PJ2-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions

President .....Allan B. Du Mont
Vice-President.....Stanley F. Potter
Director of Research
Thomas T. Goldsmith, Jr.
Asst. to President.....M. W. Loewi
Asst. to President.....Keeton Arnett
Mgr., Mfg. Divisions except
TV Receiver & Elect.
Pts. .....C. Edwin Williams
Controller .....B. L. Graham
Credit Manager.....M. Morgan
Director of Industrial Relations .....Harry Housten
General Supt. .....Bruce T. Du Mont
Director of Advertising.....Douglas Day

TV Receiver Manufacturing Div.
35 Market St., East Paterson, N. J.
Manager.....Paul Eshleman
Manufacturing Mgr.....Charles Seelig
Chief Engineer.....Robert Cavanagh
Purchasing Agent .....William Paton

TV Receiver Sales Div.
35 Market St., East Paterson, N. J.
Manager .....Ernest A. Marx
Sales Manager .....Walter L. Stickel
Advertising Manager.....George Hakim
Sales Promotion.....J. Calvin Affleck
Service Manager.....Harold J. Schulman

TV Transmitter Division
1000 Main Avenue, Clifton, N. J.
Manager .....Herbert E. Taylor
Sales Manager .....James Tharpe
Chief Engineer .....Gordon Gregory
Manufacturing Mgr....Chester E. Greenwood
Purchasing Agent .....Lawrence A. Fuller

Cathode-Ray Instrument Div.
1000 Main Avenue, Clifton, N. J.
Manager .....Rudolf Feldt
Sales Manager .....G. Robert Mezger
Chief Engineer .....P. Samuel Christaldi
Manufacturing Mgr. .....Robert Svozil
Purchasing Agent .....C. Paul Martin

Cathode-Ray Tube Div.
750 Bloomfield Ave., Clifton, N. J.
Manager .....Irving G. Rosenberg
Asst. Manager.....F. P. Rice
Sales Manager.....Bill C. Scales
Purchasing Agent.....A. R. Dutcher
Chief Engineer .....A. Y. Bentley
Manufacturing Mgr.....William Carlin

Du Mont TV Network
515 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-2600

Director.....C. J. Witting
General Manager .....C. J. Witting
Administrative Asst...Norman W. Drescher
Director of Sales.....Theodore Bergman
Asst. Dir. of Sales.....John Bachem
Dir. of Programmings & Production.....James L. Cadigan
Dir. of Network Oper.....C. G. Alexander
Chief Eng., Network.....R. Chipp
Mgr., WTTG, Wash., D. C...Walter Compton
Mgr., WDTV, Pittsburgh.....Harold Lund
Station Relations.....Elmore B. Lyford

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners. Television Component Parts, Cathode-ray Tubes for Television Receivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Hugh H. Ebey, Inc.

4700 Stenton Ave., Philadelphia, Pa.
Phone: DAvenport 4-7000

President.....James L. Hawley
Vice-President .....Bernard Offerman
Secretary-Treasurer.....Jules Sussman
Personnel Manager.....A. H. Hankinson
Chief Engineer.....E. E. Ritter
Credit Manager.....William T. Lodwig
Sales Manager.....W. J. Sharp

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
Chicago Phone: SUperior 7-7572

President.....William H. Burgess
Sales Mgr. (Shavex Div.)..Wm. F. Edwards
Div. Mgr., TV Service.....W. B. Terrill
Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitomiter and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres.....Edward D. Gray
V.-P.-Chief Engineer.....Henry S. Bamford
Credit Mgr.....C. John Seez
Purchasing Agent.....J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gum and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President ..... B. Abrams
Secretary-Treasurer..... M. Abrams
Exec. Vice-Pres..... Dorman D. Israel
V.P. Govt. Contracts..... Morton P. Rome
V.P. Purchasing..... Harve Tullo
V.P. Works Manager..... E. J. Kelly
Controller ..... A. Vogel
Dir. of Engineering..... R. T. Capodanno
Director of Sales..... S. M. Abrams
Distribution Manager..... Joseph Kattan
Sales Promotion Mgr..... Gerald Light
Public Relations Mgr..... E. F. Solow
Export Manager..... Joseph Kattan
Personnel Manager..... P. R. Certo
Parts Sales-Service Mgr..... Fred Abrams

PRODUCTS: Emerson Television Receivers: 17 in., 19 in., 20 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000

President & Treas..... Nathan Pinsley
V.-P. & Sales Advtg..... W. Walter Jablon
Vice-Pres. Production..... Sol Pinsley
V.-P. Eng..... Sam Sack
Secretary ..... Morris Pinsley

PRODUCTS: Model TV3K, TV Training Kit, Model 511B AM & FM Radio Receiver Chasis, 10 watts audio, Model 512B AM-FM Radio Receiver Tuner, self powered. Model 513B, AM-FM Radio Receiver Tuner, Model 514-B, amplifier & power supply, 20 watts audio for Model 513B tuner.

Fairchild Recording Equipment Corp.

154 St. & 7 Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President..... Fred R. Driessen
Vice-Pres. & Gen. Mgr..... Ray F. Crews
Secretary-Treasurer..... John B. Wolff, Jr.

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

Executive Vice-Pres..... H. C. Roemer
Vice-President..... W. Hatton
Vice-President..... F. B. Powers
Asst. to the Exec. V.-P.. G. T. Scharffenberger
Comptroller..... R. D. Osborne
Secretary..... W. B. Levet
Treasurer..... W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div..... W. Happe, Jr.
Dir. of Selenium Intelin Div..... S. J. Powers
Works Mgr..... T. M. Douglas
General Sales Mgr..... R. S. Perry
Advertising Mgr..... Crump Smith
Sales Mgr. Vacuum Tube Div.. C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifing tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770

President ..... Arthur Freed
Vice-Pres. & Director of
Eng. & Res..... Adolph H. Rosenthal
Purchasing Agent..... Gerald Ganly
Adv.-Sales Prom..... Harold S. Boxer

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202

President..... P. S. Gates
Executive V-Pres..... L. I. McEwen
V.-P. Sales & Engr..... F. O. Grimwood
Executive Secretary..... A. S. Petzoldt
Chief Engineer..... F. W. Wentura
Mgr. Eastern Zone Sales... O. J. McReynolds
N. Y. Sales Engr..... L. J. Cervone

PRODUCTS: AM & FM transmitters; complete speech input systems; control units; transcription turntables and recording units; antenna phasing, coupling, and control equipment; power supplies; remote amplifiers; communications and talk-back remotes; transmission line for both coaxial and open wire types.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271

President..... D. E. Replogle
Gen. Mgr..... C. G. Hampson, Jr.
Purchasing Agent..... Edward Newman
Chief Engineer..... Irving Stein

PRODUCTS: Cathode ray tubes, transmitter and electron tubes.

General Electric Electronics Division

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

Vice-Pres. & Gen. Mgr...Dr. W. R. G. Baker
Mgr. of Engineering.....I. J. Kaar
Mgr. of Marketing.....E. H. Vogel
Mgr. of Finance.....G. L. Chamberlin
Mgr. of Mfg.....W. M. Barker
Mgr. of Govt. Sales.....V. M. Lucas
Counsel.....R. M. Estes
Gen. Mgr., Components Dept....E. L. Hulse
Gen. Mgr., Receiver Dept.....W. H. Sahloff
Gen. Mgr., Comm. & Govt.
Equipment Dept.....G. F. Metcalf
Gen. Mgr., Tube Dept.....J. M. Lane

PRODUCTS: Radio and radio-phonograph combination receivers, TV receivers; radio and TV transmitters, antennas, and studio equipment; receiving, picture, transmitting and industrial tubes, germanium diodes; components; two-way communications equipment, electronic specialty items, civilian and government radar.

The General Industries Co.

Olive and Taylor Streets, Elyria, Ohio
Phone: 2235

President.....Allan W. Fritzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
V.-P.-Factory Mgr., Plastic Div..O. W. Marsh
Sales Mgr., Plastic Div.....Steve Hiltebrant
Factory Mgr., Motor Div.....Charles Walsh
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div....Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith
Dir. of Industrial Relations.George Morrison

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies, Molders of plastic parts.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
Pres. & Treas.....R. E. Laux
Secy. & Controller.....W. M. Torgersen
General Manager.....E. A. Freed
Director of Eng.....W. P. Hilliard
Chief Engineer.....B. N. Fisher
Credit Manager.....J. T. Lenihan
Dir. of Purchases.....C. B. L. Townley
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707
N. Y. Phone: DIgby 9-1330

President .....Morris Perlman
Chief Engineer.....Albert Krivo
Purchasing Agent.....Robert Smith
Sales Mgr.....L. D. Tenenberg

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President.....H. G. Place
Exec. Vice-Pres.....Herbert Barnett
Vice-Pres. & Dir. of Res....Dr. R. L. Garman
Comm. Engr. Mgr.....Blair Foulds
Chief Engineer.....W. P. Short
Mgr. Theatre TV Dept.....John Sims
Mgr., TV Bcstg. Dept...E. A. Hungerford, Jr.
Govt. Contract Rep.....Walter Cooper
Mgr. Field Service Div....A. C. Haemer, Jr.

PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Videofilm Theatre Television System.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Engng. Mgr.....M. T. Smith
Export Mgr.....C. E. Hills, Jr.
Chief Engineer.....D. B. Sinclair
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000

President.....A. H. Nicoll
Vice-President.....G. F. Hessler
Genl. Communications
Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....R. W. Griffiths

PRODUCTS: Amplifiers, antenna equipment, attennators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300

President.....Wm. J. Halligan
Exec. Vice-Pres.....R. W. Durst
Gen. Sales Mgr.....Michael D. Kelly
Chief TV Engineer.....H. J. Adler
Advertising Mgr.....Chas. J. Nesbitt
Service Manager.....Norman Cooper
Credit Manager.....Cal A. Sheara
Export Agents.....Phillips Export Corp.

PRODUCTS: TV Receivers, Short-Wave

"Ham" Xmtrs. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Vice-Pres. & Treas.....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Manager...Hugh A. McCloskey
Chief Engineer.....George H. Phelps
Sales Manager.....Walter E. Darden

PRODUCTS: Communication receivers, variable capacitators, remote supervisory controls.

Hartenstin-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.

Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2600

President.....Frank Lyman, Jr.
Dir. Contract Adm....Norman W. Bertelsen
Sales Engineer.....E. J. Vogel
Clerk of Corp.....R. W. Martin
Chief Engineer.....B. J. Cosman
Purchasing Agent.....Frank C. Waterhouse
Comptroller.....Gordon C. Genther
Production Mgr.....E. Douglas Papkee
Personnel Director.....Mary Rizzitano

PRODUCTS: High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

President.....George K. Haydu
Secy.-Treas. .....Zoltan Haydu
Chief Engineer.....Ben Artau
Sales Manager.....Joseph Bozzelli
Purchasing Agent.....Frank del Olio

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting. TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I., N. Y.
Phone: FLushing 7-8700

President.....W. A. MacDonald
Executive Vice-Pres.....J. B. Dow
V.P. in Chg. of Sales.....F. Robinson
V.P. in Chg. of Research...A. V. Loughren
V.P. in Chg. of Engrng.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Chairman of Board-Treas...Lloyd H. Coffin
Vice-President.....Edgar M. Batchelder
Vice-Pres. & Sales Mgr.....John Q. Adams
V.P. Chg. of Engineering...C. F. Stromeyer
Advertising Manager.....Harry G. Burnett
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Manager.....W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 178

Pres. & Treas.....A. D. Plamondon, Jr.
V. P. & Gen. Mgr.....R. F. Smith
V. P. & Sales Mgr.....F. A. Hayden
Advertising Manager.....I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America

3602—35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
General Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent .....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....F. Lester
Purchasing Agent.....H. Weston
Production Chief.....H. White

PRODUCTS: Adapters, Phone Pick-up; Aligning Tools; Amplifier Chassis; Angles

and Brackets Antenna, Auto Radio; Antenna Connectors; Antenna Kits; Antennas, Home Mast; Antennas, FM & Television; Auto Radio Noise, Suppressors; Bases, Steel; Beads, Cable; Binding Posts; Binding Post Heads; Bushings, Insulated; Cabinets, Metal; Cabinets, Speaker; Cable Clamps; Chassis Base; Chassis, Bottom Plate; Chokes; Chrome Trim; Clips, Alligator; Clip, Brass Spring; Code Set, Triplex; Coils, Coil Forms; Condensers; Cords, Double Phone; Cords, Resistor; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Soldering; Lugs, Spade; Lugs, Terminal; Meter Cabinets; Morse Code Records; Mountings, Fuse; Name Plates; Netutralizing Tools; Noise Eliminators; Nuts; Oscillators; Panels, Aluminum, Bakelite, Masonite, Metal, Meter, Racks; Panel Bearings; Phone Cords; Phones, Ear; Phone Plugs; Phone Tips; Plates, Bottom; Plugs; Punches; Recks, Brackets, Chassis; Radio Panels; Record Player Switch; Reducers; Resistor Cords; Riveting Punch Set; Rivets, Rods; Screw Drivers, Insulated; Screws; Shearing Punch; Shields; Shields, Grid Cap; Sockets; Soldering Irons; Soldering Iron Elements; Spaghetti, Flexible; Spacers, Bushings; Spade Lugs; Speaker Cabinets; Steel Cabinets; Strips, Terminal; Suppressors, Auto Radio; Switches; Television, Accessories; Antennas, Tools; Terminal Lugs; Terminal Strips; Test Leads; Test Lead Wire; Test Prods; Test Tools; Tools; Tools, Neutralizing; Trans. Coil Mountings; Transmitting Tube Caps; Tube Shields; Tubing; Washers; Window Pole Antenna; Wire, Test Lead; Wrenches, Wrench Sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367

President.....Paul F. Jackson
Vice-President .....Robert Apple
Sales Manager.....J. M. Fulkerson
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, electronic multimeters, RF generators, sweep generators, audio oscillators and condenser testers.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnsfield 6-7161
N. Y. Phone: BArclay 7-8972

Chairman of Board.....J. C. Daley
President.....J. M. Bennan
Vice-Pres., Treas.....W. S. Minter
Vice-Pres., Engineering.....L. Mauerer
Vice-Pres., Works Mgr.....E. J. Bennan
Credit Manager.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers. centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thomas A. White
Sales Manager.....Charles A. Hausen
Product Manager.....Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President .....Julius Finkel
Vice-President .....Albert Finkel
Secretary-Treasurer .....Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and ..wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville

22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Commodity Manager.....P. J. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago 32, Ill.
Phone: HEmlock 4-5500

General Manager.....Robert A. Guichard

PRODUCTS: Home receivers.

Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
Secretary .....Fergus Kerrigan

PRODUCTS: Magnet and Litzendraht Wire.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COlumbus 5-0130

President.....J. H. Kliegl
Vice-President.....Herbert A. Kleigl
Secretary.....Frank H. Bliss
Treasurer .....Alfred Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....George V. Rosenquist
Chief Engineer.....Myron R. Coe
Secretary-Treasurer.....Harold Kondolf
Asst. Sec.-Treas.....L. Ward Frey

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary

PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
V.P. of Production.....J. W. Skehan
Vice-President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Co.

Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471

Chairman of the Bd....Richard A. O'Connor
President.....Frank F. Freimann
V.P. & Secretary.....Gerarl M. Ungaro
Treasurer.....J. S. Sturgeon
Radio-Phonograph & TV
Factory Manager.....Harold M. Detrick
Factory Mgr.-Components
Division.....L. E. Quinnell
Chief Television Engineer.....Frank Norton
Chief Radio-Phonograph
Engineer.....R. H. Dreisbach
Mechanical Engineer
R.P. & TV.....W. E. Kierulff
Asst. Sales Mgr. & Merch. Mgr.-
Radio & TV Div.....Stewart Roberts
Dir. of Adv. & Public
Relations.....Lauren K. Hagaman
Sales Manager—
Components Div.....Stanley S. Sondles
Sales Mgr. Spec. Devices....John C. Koonz
Service Mgr. RP & TV.....Ray J. Yeranko

PRODUCTS: Receivers: Radio: AM-FM Console with Phonograph. Television: Table, Console, AM-FM Console with Phonograph. Speakers, Capacitors, Solenoids.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President .....Leonard Ashbach
V.P. & Gen. Mgr.....M. Raphael
Secretary.....Barnett S. Trott
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Sales Manager.....Louis A. Root
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: BOonton 8-2131

President-Gen. Mgr.....H. W. Houck

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Chief Eng.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns
Dr. of Pub. Rel.....George Ruskin

PRODUCTS: Filmgraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recoders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108-9

President .....James Millen
Sales Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Chief Engineer.....Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine. Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656

Pres. & Treas.....P. K. Trautwein
Chief Engineer.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.
Phone: Spaulding 2-6500

President.....Paul V. Galvin
Exec. Vice-Pres.....Robert W. Galvin
V.P. Cons. Prod. Div....Elmer H. Wavering
V.P. in Charge of Comm. & Electronics Div.....D. E. Noble
V.P. Finance.....E. P. Vanderwicken
V.P. in Charge of Procurement.....Frank J. O'Brien
Sales Mgr. Cons. Goods Div..Wm. H. Kelley
Special Mdse. Mgr.....E. A. Holsten
Mgr. Natl. Defense Div...J. Benton Minnick
Prod. Mgr., Radio Div.....Jack Davis
Prod. Mgr., TV & Handie Talkie Units.....E. Passow
Dir. Adv. Sales Prom.....Ellis L. Redden
Sales Mgr. Comm. & Electronics Div.....Eugene S. Goebel
Credit Manager.....Henry Kleinhans
Export Manager.....J. C. Weidemann
Service Manager.....A. T. Alexander

PRODUCTS: AM battery auto radio; battery and AC-DC portables; table model AM, AC, and AC-DC radios; table model AM-FM; console AM-FM with phonograph; record players; television—table models and consoles; combination AM-FM phonograph and television. Communications Equipment: FM marine, police, railroad, trucks and busses, taxicab, walkie-talkie, radar systems. Transmitters: marine, police, fixed station, supervisory control, telemetering, carrier communication and microwave multiplex systems.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800

President.....Leslie F. Muter
Vice-Pres. & Sales Mgr.....K. E. Rollefson
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Div., Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

Chairman of Board.....J. M. Spangler
President.....A. S. Johnson
Vice-President.....C. O. Kleinsmith
Gen. Sales Mgr. Cons. Prods.....A. C. Bryan
Mgr. Battery Eng. Dept.....W. H. Fritz
V.-P., Adv. Sales Mgr.....H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Ail Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600

President.....K. C. Menken
V.P. in Charge of Research...A. M. Skellett
Equipment Sales Manager Western Division.....K. C. Meinken, Jr.
Renewal Sales Mgr.....V. K. Ulrich
Treasurer.....W. H. Carey
Secretary.....J. V. Deevy
Credit Manager.....H. A. Pope

PRODUCTS: Electron tubes, receiving. TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

New York Transformer Co., Inc.

Third Ave., Alpha, N. J.
Phone: PHi'lipsburg 5-1143

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Eng.....Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefer
Plant Superintendent.....A. H. Coover
Controller .....Kenneth Llewelyn

PRODUCTS: Transformers and reactors

for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President.....J. D. Ceader
V.P. & Mgr.....Hugo Sunberg
Secy. & Treas.....David E. Davis
General Sales Mgr.....John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.....Wm. B. Barnes
Chief Engineer.....K. H. Wessel
Works Manager.....A. Sorice

PRODUCTS: Radio speakers, output and line transformers, cathode ray tubes.

Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.
Phone: DUnkirk 2-2141

President.....Herbert A. Bell
Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Niehols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Dir.....Charles Askin
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations.

The Pentron Corp.

221 E. Callerton, Chicago 16, Ill.
Phone: Victory 2-7234

President.....Irving Rossman
Treasurer.....Bernard Sahlens
Secretary.....Theodore Rossman
Chief Engr.....Rudolph A. Bierwirth
Mechanical Engineering.....Robert Parnell
Quality Engineer.....David Oberlander
Contract Officer.....Ray R. Hutmacher
Chief Industrial Engineer.....Joseph Jenz

PRODUCTS: Tape recorder, playback units, mic mixer, portable phonograph magnetic recording equipment, amplifiers, electronic communications equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

Board Chairman.....James T. Buckley
President.....William Balderston
Exec. V.P.....James H. Carmine
Pres.-TV & Radio Div.....Larry F. Hardy
V.P.-Ind. Rel.....Harold W. Butler
V.P. & Dir. of Purchases.....William H. Chaffee
V.P.-Oper.-TV & Radio Division.....Joseph H. Gillies
V.P.....Russell L. Heberling
V.P.-Sales-TV & Radio Div.....Frederick D. Ogilby
V.P., Gen. Sales Mgr.....John M. Otter
V.P.-Finance.....Courtnay Pitt
V.P.-Watsontown Cab. Div.....Fred D. Rombach
V.P.-Service & Quality..Henry T. Paiste, Jr.
V.P.-Research.....David B. Smith
V.P.-Dir. of Res. & Eng.....Leslie J. Woods
V.P.-Adv.....John F. Gilligan
Pres.-Philco Intl. Corp...Dempster McIntosh
Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, Console with Phonograph, AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, Relay. Tubes: Receiving, Cathode Ray Receiving.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....Philip Schwartz
V.P. & Sales Mgr.....M. L. Granat
Chief Engineer.....Reginald Burke
Credit Manager.....P. Schwartz
Export Manager.....Morris L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.

37-06 36 St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isador Goldberg
Executive Vice-Pres.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. I. Benjamin
Sales Manager.....E. M. Gilmore
Purchasing Agent.....E. J. Manning
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.
Phone: DIamond 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber

Treasurer .....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich
Asst. Sales Mgr.....Austin B. Shules
PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
Phone: STagg 2-3464

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odessey
Chief Systems Engr.....Leo Gross
Production Manager.....Victor Gross
PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.
Phone: EMerson 5-5500

President.....Stanley S. Cramer
Exec. Vice-Pres.....Russell E. Cramer, Sr.
V.-P., Charge of Sales..Russell E. Cramer, Jr.
V.P., Sec.-Treas.....William W. Paul
Chief Engineer.....J. S. Robb
PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

V.P. & Gen. Mgr.....W. A. Buck
Operating V.P.....C. M. Odorizzi
V.P. in Chge. of
Tech. Prod.....L. W. Teegarden
V.P. in Chge. of Cons. Prod.....J. B. Elliott
V.P. in Chge. of Dis.....R. A Seidel
VP. in Chge. of Materials..V. deP. Goubeau
V.P. in Chge. of Eng.....D. F. Schmit
V.P. in Chge. of Eng. Prod.....W. W Watts
In Charge of Organ Dvlp.....E. M. Tuft
V.P. & Gen. Mgr. of Home Inst.
Dept.....H. G. Baker
V.P. & Dir. Finance Dept.....J. S. Carter
V.P. & Western Mgr.....H. R. Maag
V.P. & Gen. Mgr. of Tube Dept..R. T. Orth
V.P. & Gen. Mgr. of Record
Dept.....P. A. Barkmeier
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Dist. Corp...W. M. Norton
V.P. & Dir. of Pub. Rel. Dept...J. M. Toney
Dir. of Acctg.....D. L. Trouant
Dir. of Dist.....H. M. Winters
Dir. of Plant Eng.....Frank Sleeter
Gen. Attorney.....S. E. Ewing
Chief Eng. Home Instruments
Dept.....D. D. Cole
Chief Eng. Eng. Prod. Dept....M. C. Batsel
Chief Eng. Tube Dept.....G. R. Shaw
Gen. Sales Mgr. Home
Instruments.....A. B. Mills
Gen. Sales Mgr. Eng. Products...T. A. Smith
Mgr. Comm. Sales, Records
Dept.....L. A. Kanaga
Gen. Sales Mgr. Tube Dept.....L. S. Thees
DIVISION PLANTS: Camden, N. J. (General offices); Bloomington, Ind.; Indianapolis, Ind.; Marion, Ind.; Monticello, Ind.; Pulaski, Va.; Lancaster, Pa.; Harrison, N. J.; Hollywood, Calif.; New York, N. Y.; Canonsburg, Pa.; Detroit, Mich., and Cincinnati, O.
PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chines, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Sevrice Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V. P. & Mgr. of Sales....Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr

Chief Engineer.....Joseph Tennis
Director of Research.....James R. Day
Comptroller.....James A. Cronin
PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550
President.....R. H. Ranger
V.P. Charge Eng.....P. M. Brubaker
Secretary .....H. Gallina
Asst. Treasurer.....A. V. Colabella
Sales Engineer.....C. H. Wirth
Purchasing Agent.....A. C. Willms
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled 60 cycle Power, and Magnetic Heads. Tape-to-Film Editor.

Raytheon Manufacturing Co.

138 River St., Waltham 54, Mass.
Phone: 5-5860
Branch Office:
60 E. 42 St., New York 17, N. Y.
Manager.....Henry J. Giest
Phone: MUrray Hill 7-1550
PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644
President.....Hazard E. Reeves
Vice-President-Sales.....Frank B. Rogers
Vice-Pres.-Production .....Homer Clapper
V.P. Springdale Pl.....Edward Schmidt
V.P. Allentown Pl.....Harry F. Scheirer
Advertising Manager.....David O. S. Ruark
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, TV picture tubes, TV projection sets.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4
President, Sales Manager.....George Silber
Plant Supt.....S. Simonson
Credit Manager.....F. Wein
Export Dept.....Morhan Exporting Corp.
PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2400
President .....E. Alschular
Vice-President.....M. D. Block
Secretary.....R. S. Lawton
Production Manager.....I. J. Jacogsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....J. L. Jones
Director of Sales.....E. G. May
Sales Manager.....R. B. Parks
Export Manager.....H. A. Sillcox
PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820
President.....P. H. Sherron
Vice-President.....J. W. Hunter
Senior Vice-President.....R. M. Stock
Dir. Electronic Res.....J. G. Littell
Director of TV.....P. J. Golhofer
Dir. of Purchases.....M. C. Turner
PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Calif.
Phone: WEbster 8-9181
President .....Gerald King
Vice-President.....Milton M. Blink
V.-P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Manager.....Harry Bluestone
Chief Engineer.....Ernest Baumeister
PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

Stewart-Warner Electric Div. of Stewart-Warner Corp.

1826 W. Diversey Pkway., Chicago 14, Ill.
Phone: LAkeview 5-6000
President.....J. S. Knowlson
Sr. Vice-President.....F. A. Hiter
General Manager.....E. G. Fossum
Gen. Sales Mgr.....E. L. Taylor

Advertising Mgr.....J. B. Ottman
Service Mgr.....R. W. Felber
Chief Engineer.....S. C. Kolanowski
Credit Manager.....A. W. Grossklags
Publicity Mgr.....C. W. Grange
Export Mgr.....J. E. Burke
Purchasing Agent.....J. S. Burress
Industrial Relations Mgr.....W. W. Miller
Traffic Manager.....R. C. Stockton

PRODUCTS: RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, and Direct View.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President.....Robert C. Tait
Vice-Pres., Finance.....Gordon G. Hoit
V.P. & Gen. Mgr.
Broadcasting Div.....William Fay
V.P. & Gen. Mgr.
Radio-TV Div.....Sidney R. Curtis
V.P. Public & Industrial
Relations .....Lee McCanne
Gen. Mgr. Tele. Div.....Arthur F. Gibson
Secretary.....Edwin C. Roworth
Treasurer.....Wilbur W. Hetzel
Controller & Asst. Treas....J. Lester Gasser
Mgr. Industrial Relations
& Asst. Secy.....George E. Eyer
Mgr., Sound Equip. Div.....A. G. Schifino
General Sales Manager,
Radio-Tele. Div.....Clifford J. Hunt
Sales Mgr. Tele. Div.....T. C. Thompson
Mgr. Adv. & Public Rel..Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment. Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

Chairman of Board.....Max F. Balcom
President.....D. G. Mitchell
Vice-President.....E. Finley Carter
Vice-President.....R. H. Bishop
Exec. Vice-President.....H. Ward Zimmer
V.P. Charge of Sales.....B. K. Wickstrum
General Sales Mgr., Radio Div.
G. R. Sommers
Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

Plant Manager.....Albert W. Franklin
Works Manager.....Henry M. Randall
Chief Engineer.....Milton King
Credit Manager.....Albert Pappert
Purchasing Agent.....Jack Blau
Service Manager.....Andrew Ruge

PRODUCTS: Tube adapters, bakelite stampings, banana pin boards, capacitor and resistor boards, brackets, bushings, cable assemblies, clamps, clips, connectors, contacts, couplings, dial light sockets, fastening devices, fiber stampings, hearing aid connectors, crystal holders, molded insulation parts, stamped insulation parts, jacks, test leads, looking rings, lugs, masonite stampings, metal parts, stamped, metal stampings, pilot light assemblies, pins, plastic fabrication, plugs, retaining rings, sockets, switches, terminal blocks, terminal boards, terminal strips, metal terminals, insulating washers.

Sylvania Electric Products, Inc. Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450

Vice-Pres. & Gen. Mgr.....A. L. Chapman
General Mfg. Manager.....H. E. Riordon
General Sales Manager.....J. K. McDonough
Chief Engineer.....N. L. Harvey
Div. Controller.....L. C. Guest
Div. Personnel Manager.....H. S. Hagen
Asst. Sales Manager.....B. O. Holsinger
Adv. & Prom. Mgr.....William Stroben
Sales Mgr.—Auto Sales.....C. H. Symington
(Detroit)

PRODUCTS: Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
Asst. Gen. Mgr.....J. L. Lahey
Secretary .....Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Equipment Corp.

238 William St., New York 38, N. Y.
Phone: BEekman 3-6750

President.....John B. Milliken
Vice-President .....Seward Heaton
Secretary-Treasurer.....Peter H. Milliken
Chief Engineer.....Harold A. Levine
Purchasing Agent.....Lee Seiler
Sales Manager.....Gerald Gibbs

PRODUCTS: TV Cameras, TV accessories, oscilloscopes, special purpose leetronic equipment.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Treasurer.....Morton B. Kahn
Secretary.....E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

General Manager.....Joseph Tait
Plant Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen

PLANT: 1347 South Capitol St.
Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment—Panacoustic, Presto, Magnecord, Stromberg-Carlson, Liberty Carrillon, and many others. Specializing in engineering manufacturing, assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-President.....Francis H. Hoge, Jr.
Purchasing Manager.....Jack Gordon
Chief Engineer.....N. Maradino
Chief Mechanical Engr...Henry Strahlman
Credit Manager.....Herbert Slote

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Consolette Direct View, 12" & 15" Console Direct View, 15".

Westinghouse Electric Corp.

306 Fourth Ave., Pittsburgh 6, Pa.

President.....Gwilym A. Price
V.P. (Cons. Prods.).....J. M. McKibbin
Ass't to V. P. (Cons. Prods.)...Roger Bolin

Home Radio Division

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Mgr. of Mftg.....F. H. Barnett
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh
Asst. Sales Mgr.....J. W. Hitchcock
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Asst. to Adv. Mgr.....Robert Austin
Sales Prom. Mgr.....F. S. McCarthy
Service Manager.....W. H. McKnew

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
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RADIO AND TV—A REVIEW

By BILL NOBLE, Associate Editor, RADIO-TELEVISION DAILY

WHILE the near future of television must be re-evaluated in light of the lifting of the three-and-a-half year freeze on new transmitters in the field, it is still necessary to point out that the most recent twelve months have already seen new thoughts concerning the survival of radio.

Bill Noble

Finally, cognizance has been taken of the fact that untold millions of listeners of radio are beyond the reach of measuring services, in automobiles, at the beach or camp, or that more than a single set is on in the home at one time.

Certainly the final estimates issued by the RTMA, for 1951, prove the point that radio is a live and vital factor. On February 1, last, the industry body announced that a total of 12,299,146 radios, were sold last year. Of these, 6,584,960 were home sets; 1,264,319 were portables and 4,449,-867 were car radios.

These figures compare to a total of 7,463,800 TV sets sold during the year and can be confidently offered that radio, in the face of its most powerful competition is going along at the saturation point as the country's greatest and most used means of mass communications.

Then too, the past twelve months has seen networks in particular and some stations come to the realization that radio must be sold against all types of competing media. As a result more thought has been given to telling radio's story and many excellent selling tools, such as films with sound tracks and special presentations of what radio has to offer, have come forth from the promotion departments.

However, it is in the field of out-of-home listening and out-of-living-room listening that radio researchers have found a vast audience, completely overlooked or brushed aside. Facts and figures substantiating this great audience have been published during the past year and in effect have forced a re-evaluation of "cost-per-thousand" figures, so dear to advertising agencies.

In another part of the field radio has not been idle. Faced with high production costs, packagers, networks and independent stations have consistently found new ways to cut their budgets — this despite the rate cuts put into effect during the past year.

As a result, it can be confidently stated that radio, today, is in a more healthy state than in the medium's hey-day, when it attracted all the glamour and was without competition.

Turning to TV, the industry, despite criticism from many fronts, has forged steadily ahead. One need only to compare present offerings with those of four years ago to see that on all levels television has improved.

However, with the promise of 1291 new stations destined for the air, TV is going to be forced to face many new problems. First and foremost, of course, is the "eating" up of material at a terrifying pace when all the new stations finally get on the air.

The new communities to receive television service are not expected to be too much of a problem at first, nor are those cities which to date have had single or double outlets. But where TV will come in "new" and available on multiple channels, programming will face new problems.

It is only necessary to review the findings of the various rating services during the past year to see that what people like on the East Coast of the country is not necessarily popular on the West Coast, and vice-versa. To date no program has come up with a sure-fire formula which will attract viewers across the country.

With funds available, it is expected that non-commercial, educational television will be afforded its greatest opportunity of all persons on all levels from the kindergarten to adulthood. However, here, without state or community help or college and university grants, the educational stations may well find themselves with valuable assignments and without the means of building studios and programming shows.

The last twelve months in the allied fields of radio and TV have been notable, however, first for radio's re-evaluation of what it has to offer and its efforts to once-again go out and sell itself as the fastest and greatest means of mass communications and secondly for the new horizon which faces TV — that of being able to bring its visual picture into every home across the country.

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Vice-Chairman ..... John P. Cunningham
President ..... Frederick R. Gamble
Secy.-Treas. ..... Wilbur Van Sant
Vice-President ..... Richard L. Scheldker
Vice-President ..... Richard Turnbull
Secretary, Committee on Radio & TV Broadcasting ..... Kenneth Godfrey
Secretary, Committee on Radio & TV Production ..... August Nelson

FUNCTIONS

The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender
Publicity Director.....Charles Silberman
International Representative.....Eugene Dupree

BRANCH OFFICES

Eastern Branch, 240 Perry Bldg., Phila. 2, Penna. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 7, N. Y. Phone: RE 2-9223. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including six contracts in the Metropolitan area of New York City.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....Harry J. Steeper

EXECUTIVE COMMITTEE

J. W. Parks, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone: Plaza 8-0600. James C. Petrillo, Pres.

220 Mt. Pleasant Ave., Newark 4, N. Y. Phone Humboldt 2-8010. Leo Cluesmann, Sec.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper.

AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)

15 W. 44 St., New York 18, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Knox Manning
Vice-President.....Alan Bunce
Vice-President.....Donald B. Hirsch
Vice-President.....Frank Nelson
Vice-President.....Vinton Hayworth
Vice-President.....Nellie Booth
Recording Secretary.....Bob Bruce
Treasurer.....Bob DeHaven
National Executive Secretary.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymond A. Jones, Executive Secretary.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.

San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

FUNCTIONS

Union affiliated with A.F. of L., representing radio performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice-President.....Astrid Varnay
2nd Vice-President.....Jascha Heifetz
3rd Vice-President.....Mack Harrell
4th Vice-President.....Leopold Sachse
Treasurer.....Donald Dame
Recording Secretary.....Elisabeth Hoeppel
National Executive-Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Hollywood 28, Calif. Phone: Hudson 2-2334. Edward A. Rosenberg, Rep.

216 Pine Street, San Francisco, Cal. Phone: SUtter 1-0855. Theodore Hale, Rep.

188 West Randolph Street, Chicago, Ill. Phone: State 2-0585. Irving Meyers, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: Kingsley 5-4310. Edward Davis, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President.....George H. Brown
Vice-President.....Robert J. Eggert
Vice-President.....Thomas J. McGann
Vice-President.....Reavis Cox
Secretary.....Ira D. Anderson
Treasurer.....Donald E. West

BRANCH OFFICES

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....Charles F. McCahill
Vice-Pres.....George C. Biggers
Secretary.....J. L. Stackhouse
Treasurer.....W. L. Fanning
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 21, N. Y.
MUrray Hill 8-8800

President.....Otto A. Harbach
Vice-President.....Saul H. Bourne
Vice-President.....Oscar Hammerstein II

Secretary .....Paul Cunningham
Treasurer .....Louis Bernstein
Asst. Secretary.....A. Walter Kramer
Assistant Treasurer.....Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.

25 Vanderbilt Ave., New York 17, N. Y.
MUrray Hill 6-0238

OFFICERS

President.....Julius F. Seebach, Jr.
Vice-Pres. .....Warren Caro
Secretary .....Claude Barrere
Treasurer.....Archibald U. Braunfeld

BOARD OF DIRECTORS

Jay Bonafield, Caroline Burke, Glenn Gundell, Carl Haverlin, Eugene Katz, F. Ralph MacFarland, Don McClure, Sig Mickelson, N. Charles Rorabaugh, George T. Shupert, Chris J. Witting.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.
CIrcle 6-1379

OFFICERS

President .....William Kent
Vice-Presidents.....Nat Lefkowitz, Art Weems, Sidney J. Page, Peter J. Ledice, Peg Lanagan
Secretary.....Harry A. Romm
Treasurer .....Howard Hausman
Asst Secretary.....Ruth L. Simouson
Counsel.....Jack J. Katz

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill. Phone: Central 6-1775. Sidney J. Page, President.

FUNCTIONS

Trade association of Theatrical Agents

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.
LUxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Secretary.....M. E. Tompkins
Vice-President .....Karl Bauer
Vice-President.....Earl B. Hall
Treasurer.....Charles A. Wall
Comptroller .....Al Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS

President—J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario.

Executive Vice-Pres.—H. T. Venning, Shirriff's Limited, 79 Don Roadway, Toronto, Ontario.

Vice-Pres. & Treasurer—R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

Vice-Presidents—Robert E. Day, Bulova Watch Co. Limited, 372 Bay St., Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; R. C. Scrivener, Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; D. C. Bythell, Trans-Canada Air Lines, International Aviation Building, Montreal, Que.; E. T. Gater, Sterling Drug (Canadian) Ltd., 1019 Elliott St., Windsor, Ontario; Hugh E. Kent, Bromo-Seltzer Limited, 1266 Elliott St., Windsor, Ontario; J. W. Lawrence, Relations & Sales Co-Ordination, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; John M. Meldram, National Carbon Limited, 805 Davenport Road, Toronto, Ontario; J. J. McGill, Tuckett Limited, Queen St. N., Hamilton, Ontario; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario; G. C. Clarke, Standard Brands Limited, Dominion Square Bldg., Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 37 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President.....Paul B. West
Vice-President .....Lowell McElroy
Vice-President .....Cy Norton
Vice-Pres.-Gen. Counsel.....I. W. Digges
Secretary.....Peter W. Allport
Chairman of the Board.....Wesley I. Nunn
Standard Oil Co. Indiana
Vice-Chairman.....J. Ward Maurer
Wildroot Co., Inc.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

c/o Major G. F. Elliott, 209 A East 61st St., New York, N. Y.
TEmpleton 8-8357

OFFICERS

President.....Major George F. Elliott
Chairman, Exec. Comm.....H. V. Kaltenborn
Executive Committee.....Wm. Hillman,
John MacVane, Robert Trout
Vice-Presidents.....Edward R. Murrow, Bill Henry
Treasurer .....Leon Pearson
Assistant Treasurer.....Cesar Saerchinger
Secretary.....George Hamilton Combs
Ass't. Sec.....John Daly

BRANCH OFFICE

2480 16 St. NW., Washington, D. C. Decatur 1422.
Bill Henry, Vice-Pres.

FUNCTIONS

The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Merle Miller
Vice-Pres. .....William Schirer
Secretary .....Phyllis McGinley
Sec. to Council.....Luise M. Sillcox

COUNCIL

Martha Albrand, Agnes Rogers Allen, Cleveland Amory, Betsy Barton, Jacques Barzun, Irmengarde Eberle, John Cheever, Henry Pratt Fairchild, Gilbert W. Gabriel, Paul Gallico, John Gunther, John Hersey, Helen Hull, Charles Hurd, Elizabeth Janeway, E. J. Kahn, Jr., Robert J. Landry, John Lardner, William J. Lederer, Richard Lockridge, Henry F. Pringle, Budd Shulberg, Grace Zaring Stone, Rex Stout, William Shirer, John T. Winterich, Herman Wouk.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Rex Stout
Vice-Pres. .....John Hersey
Secretary .....Erik Barnouw
Exec. Sec.....Luise M. Sillcox
Asst. Exec. Sec.....Evelyn F. Burkey

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
PLaza 9-8425

OFFICERS

Chairman of the Board.....John W. Hubbell
(Vice-Pres., Simmons Co.)
Vice-Chairman.....Julius Ochs Adler
(Vice-Pres., The N. Y. Times)
Chairman of the Exec. Comm.....W. W. Wachtel
Vice-Chairman.....Theophil H. Mueller
(Pres., Calvert Distillers Corp.)
President.....Henry E. Abt
(Pres., Julius Kayser & Co.)
Treasurer .....Frank White
(Pres., Mutual Bcstg. System, Inc.)

FUNCTIONS

Conducts a national program of educational activity, to get across to consumers the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
CIrcle 7-0656

OFFICERS

North American Rep.....Basil Thornton
Program Director.....Alec Sutherland
Program Assistant.....Lillian Lang
Program Assistant.....Marian Moss
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Fieldstone, 7-1100, Bernard Moore, U. N. Correspondent.
Natl. Press Bldg., Washington, D. C. Phone: Executive 1465.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
MUrray Hill 8-4020

President .....William B. Ryan
Vice-President .....Kevin B. Sweeney
Dir. of Local Prom. .....John F. Hardesty

BOARD OF DIRECTORS

Chairman: Edgar Kobak, WTWA, Thomson, Ga.
William B. Ryan, President, BAB
William Beaton, KWKW, Pasadena, California
Kenyon Brown, KWFT, Wichita Falls, Texas
Gene L. Cagle, KFJZ, Fort Worth, Texas
Charles C. Caley, WMBD, Peoria, Illinois
Martin B. Campbell, WFAA, Dallas-Ft. Worth, Texas
Robert E. Dunville, WLW, Cincinntai, Ohio
Walter Evans, Westinghouse Radio Stations, Inc., Washington, D. C.
Simon Goldman, WJTN, Jamestown, New York
George C. Hatch, KALL, Salt Lake City, Utah
Eugene Katz, Katz Agency, New York, N. Y.
Robert Kintner, ABC, New York, New York
William B. McGrath, WHDH, Boston, Mass.
John F. Meagher, KYSM, Mankato, Minnesota
Howard Meighan, CBS, New York, New York
J. Archie Morton, KJR, Seattle, Washington
John Patt, WGAR, Cleveland, Ohio
H. Preston Peters, Free & Peters, New York, N. Y.
William B. Quarton, WMT, Cedar Rapids, Iowa
George B. Storer, Fort Industry Co., Birmingham, Mich.
Theodore C. Streibert, WOR, New York, N. Y.
Robert D. Swezey, WDSU, New Orleans, La.
Donald W. Thornburgh, WCAU, Philadelphia, Pa.
Niles Trammell, NBC, New York, New York
Frank White, Mutual, New York, New York
Allen Woodall, WDAK, Columbus, Georgia
Frederic W. Ziv, Ziv Company, New York, N. Y.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Chairman.....Truman B. Douglass
Vice-Chairman .....Rome Betts
Vice-Chairman.....S. Franklin Mack
Vice-Chairman.....Paul Calvin Payne
Vice-Chairman.....Mrs. Norman Vincent Peale
Vice-Chairman.....Bishop Donald H. Tippett
Secretary.....Edith E. Lowry
Treasurer.....Stanley I. Stuber
Exec.-Director .....Ronald Bridges
Dir. Radio & Tele.....Albert Crews
Director Films.....Paul E. Heard

Business Manager.....Arthur W. Rhinow
Production Asst.....Wesley B. Goodman
Educational Director.....Charles H. Schmitz
Research Director.....Everett C. Parker
Supervisor Special Events.....Arthur Austin
Director Promotion.....Marjorie Hyer

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464, Oren W. Evans, Manager

FUNCTIONS

The Broadcasting and Film Commission is the official broadcasting agency of the National Council of the Churches of Christ, producing network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches. It seeks to raise the level of religious broadcasting nationally and locally, through training opportunities for religious leaders.

BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.
Elgin 0040

OFFICERS

President.....Carl Haverlin
Vice-President.....Donald Manson
Vice-President.....Harry Sedgwick
General Manager.....Robert J. Burton
Asst. General Manager.....William Harold Moon
Treasurer.....Charles A. Wall
Secretary.....T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Kenneth D. Soble, CHML, Hamilton.

CANADIAN ADMINISTRATIVE STAFF

Publicity.....Jean L. Howson
Research & Accounting.....M. E. Hewitt
Distribution.....M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary

FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President.....Carl Haverlin
Vice-President—General Counsel.....Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher Relations
Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville
Vice-Pres. in charge Station Relations....Roy Harlow
Vice-Pres. in charge Foreign Relations..Jean Geiringer
Secretary.....M. E. Tompkins
Comptroller.....Alexander D. Nicol
Assistant Treasurer.....Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn., J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Glenn Salberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICFNSING DEPT.

Vice-President.....Harry P. Somerville
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 4040 Wilshire Blvd., Fairfax 8979, R. I. Kirk, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.
Hollywood, Calif. Office: Willis Walters, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
EMpire 3-8046
President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.
Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.
Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.
Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, Ont.; E. D. Cooper, Imperial Oil Limited, Toronto, Ont.; W. E. Trimble, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the pubfic.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
3-4036
Chairman of the Board.....D. Malcolm Neill
Vice-Chairman of the Board.....F. H. Elphicke
Manager.....T. J. Allard
Secretary-Treasurer.....T. A. Evans
Director of Adv. & Research.....Patrick Evans
General Counsel.....Joseph Sedgwick, K.C.
Associate Counsel.....Guy Roberge

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. H. Elphicke, Vancouver, B. C.; E. A. Rawlinson, Prince Albert, Sask.; Wm. Speers, Winnipeg, Man.; Harry Sedgwick, Toronto, Ont.; Murray Brown, London, Ont.; W. B. C. Burgoyne, St. Catharines, Ont.; H. Gordon Love, Calgary, Alta.; Phil Lalonde, Montreal, Que.; Dr. Charles Houde, New Carlisle, Que.; E. Finlay MacDonald, Halifax, N. S.

BRANCH OFFICE

37 Bloor St., West, Toronto, Ont. Phone: PR 3729.
Director of Adv. & Research.....Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President .....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian .....Tess Sheehan
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. Gustav de Leon
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President .....William Fay
Vice-Pres. .....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD. (CAPAC)

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone:: HA 4472.
branch manager.

OFFICERS

President.....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), Hon R.A.M., F.R.C.M., F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

David Adams, Rosaire Archambault, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, H. T. Jamieson, G. de La Chapelle, Dr. J. Eugene Lapierre, Sir Ernest MacMillan, Louvigny de Montigny, Richard F. Murray, Gordon V. Thomson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Moss Hart
Vice-Pres.....George S. Kaufman
Secretary .....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

800 World Center Bldg., Washington 6, D. C.
STerling 3200

OFFICERS

President.....William A. Porter
1st Vice-President.....Arthur W. Scharfeld
2nd Vice-President.....Fred W. Albertson
Secretary.....R. Russell Eagan
Treasurer.....Quayle B. Smith

EXECUTIVE COMMITTEE

Omar L. Crook, Corwin R. Lockwood, Jr., Ralph L. Walker, Vernon L. Wilkinson, John T. Quisenberry, Joseph F. Zias.
Delegate to American Bar Association..Neville Miller

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897.

OFFICERS

Chairman.....Earl J. McGrath
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Judith C. Waller, Director Public Affairs and Education Department, Central Division National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System
Sig Mickelson, Director of Public Affairs (CBS)
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation of that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....James M. Mead
Commissioner.....William A. Ayres
Commissioner.....Lowell B. Mason
Commissioner.....John Carson
Commissioner.....Stephen J. Spingam
Secretary.....D. C. Daniel
General Counsel.....Wm. T. Kelley
Director, Bureau of Antimonopoly...Joseph E. Sheehy
Dir., Bu. of Antideceptive Practices
Richard P. Whiteley
Dir., Bu. of Industrial Economics...Corwin D. Edwards
Dir., Bu. of Industry Cooperation....James M. Horton
Dir. of Trial Examiners.....Everett F. Haycraft
Dir., Bu. of Administration.....D. C. Daniel

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y., Rolf H. Kielland, Atty. in charge.
Room 1500, 173 Madison St., Chicago 2, Ill., John H. Bass, Atty. in charge.
Room 133, Federal Office Bldg., San Francisco 2, Calif., Clarence T. Sadler, Atty. in charge.
Room 811, U. S. Court House, Seattle 4, Wash., Walter W. Harris, Atty. in charge.
Room 413, Masonic Temple Bldg., 333 St., New Orleans, La., William B. Lott, Atty. in charge.
Room 904, Customs House, Second and Crestnut St., Philadelphia, Pa., Alfred A. Browne, Investigator.
Room 527-3, Federal Bldg., Spring and Temple St., Los Angeles, Calif., Edwin H. Anderson, Investigator.
Room 1003-C, New Court House and Customs House, St. Louis, Mo., Harry E. Graham, Attorney.
408 Atlantic Ave., Boston, Mass., M. L. Ott, Investigator.

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Manager.....Suzanne Weltman
Program Director.....Jacquiline Landry
Director Public Relations.....Shelly Dobbins

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

OFFICERS

Honorary Dir.....W. W. Charters
Director.....I. Keith Tyler
Secretary.....Joan E. Zuber

FUNCTIONS

The Institute for Education by Radio-Television is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each Spring. The Institute sponsors an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....D. B. Sinclair
Vice-President.....H. L. Kirke
Treasurer.....Dr. W. R. G. Baker
Secretary.....Haraden Pratt
Editor.....Dr. A. N. Goldsmith
Executive Secretary.....G. W. Bailey

DIRECTORS

S. L. Bailey, K. C. Black, G. H. Browning, I. S. Coggeshall, H. F. Dart, W. H. Doherty, A. W. Graf, R. F. Guy, W. R. Hewlett, P. L. Hoover, A. V. Loughren, J. W. McRae, A. B. Oxley, W. M. Rust, Jr., J. D. Ryder, R. L. Sink, G. R. Town, Ernst Weber, Irving Wolff.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

OFFICERS

President .....Goar Mestre
Vice-Pres. .....Emilia Azcarraga
Secretary.....Eneas Machado de Assis
Directors.....Lorenza Balerio Sicco and Gilmore N. Nunn

Director of Permanent Office: Justino Jiménez de Aréchaga.

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion. Calle Uruguay, 1218 Montevideo—URUGUAY.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., Washington 20, D. C.
Victor 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS

Chairman: George Abraham, 2808 Erie St., S.E., Washington 20, D. C.; Operations Manager: David W. Borst, 706 Sanders Ave., Schenectady 2, N. Y.; Engineering Director: Herbert B. Barlow, 1725 New Hampshire Ave., N.W., Washington 9, D. C.; Business Manager: James R. Wylie, R.D. 2, Winsted, Conn.; Station Relations Manager: Anne E. McClerkin, 2801 Quebec St., N.W., Washington, D. C.; Program Manager: Howard C. Hansen, MacMurray College, Jacksonville, Ill.; Public Relations Director: E. E. Roberts, IBS Public Relaitons Office, Bethany, West Va.; Regions Coordinator; E. J. McClarty, Modesto Jr. College, Modesto, Calif.; Sales Manager: Richard E. Pittenger, Station WKCR, Columbia University, New York 27, N. Y.; General Counsel: Vail W. Pischke, 724 9th St., N.W., Washington 1, D. C.

DIRECTORS

George Abraham, Herbert B. Barlow, David W. Borst, John C. Crabbe, Roy J. Flynn, Howard C. Hansen, Donald F. Istvan, E. J. McClarty, Donald J. Nores, E. E. Roberts, John B. Roberts, James R. Wylie.

REGIONAL DIRECTORS

Region 1—New England, Edward J. Hayden, WHUS. Region 2—New York State, Eric Teddlie, WVBR. Region 3—Middle Atlantic, Charles Shaffran, WRTI. Region 4—Capital, W. Fletcher Tarr, WAFT, Region 5—Southern, Jeannine Roberts, WABP. Region 6—Great Lakes, Jane Hansen, WRMU. Region 7—Midwestern, Sharlene Agerter, KCLC. Region 8—Southwestern, Carl Baker, KSMU. Region 9—Rocky Mountain, Patricia Phillips, KVDU, Region 10—Western, Ramona Miner, KEWC.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

THE LAMBS

130 W. 44 St., New York 18, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd .....Bert Lytell
Boy.....Walter N. Greazai
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Russ Brown
Treasurer.....James E. Meighan
Librarian.....Harold G. Haffman

DIRECTORS

Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Emil Friedlander, Arthur Vinton, Lep Solomon, Edward H. Ford, S. E. Rogers, H. Pierson Mapes, Robert Griffith, Len Doyle, Happy Felton, Horace McMahon, Joseph Downing, Ralph Bellamy.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.
MANAGER: Louis Cline

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.
KEnmore 6-6522

OFFICERS

Trustee .....Ralph Lowell
Dir.-Gen. Mgr., Station WGBH.....Parker Wheatley
Assistant Mgr. for Programs.....Lawrence Creshkoff
Assistant Mgr. for Operations...Hartford N. Gunn, Jr.
Chief Engineer.....Richard E. Johnson
Program Manager.....Ralph J. Tangney
Production Manager.....Jack D. Summerfield
Music Manager.....Maureen M. Mosher

COORDINATORS

Boston College, Rev. Thomas F. Fleming, S.J.; Boston Symphony Orchestra, Symphony Hall, George E. Judd, Jr.; Boston University, Samuel B. Gould; Boston Museum of Fine Arts, William G. Dooley; Harvard University, Cambridge, Mass., John E. Burchard; New England Conservatory of Music, Harrison Keller; Northeastern University, Milton P. Tilton; Tufts College, John P. Tilton.

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Lewis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section—250)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
LUxemburg 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 11, Ill. Phone: DElaware 7-7017, J. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Tex.; Fort Worth, Tex.; Denver, Colo.; Detroit, Mich.; Erie, Pa.; Fort Wayne, Ind.; Independence, Mo.; Kansas City, Mo.; Indianapolis, Ind.; La Crosse, Wisc.; Louisville, Ky.; Madison, Wisc.; Miami, Fla.; Milwaukee-Racine, Wisc.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo. Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Peoria, Ill.; Sioux City, Iowa; Seattle, Wash.; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

2500 Municipal Building, New York 7, N. Y.
WHitehall 3-3600

OFFICERS

President.....Seymour N. Siegel
Vice-President .....Graydon Ausmus
Secretary .....Burton Paulu
Treasurer .....Frank Schooley
Executive Director.....James Miles

BRANCH OFFICE

119 Gregory Hall, U. of Illinois, Urbana, Ill.
Phone: 2611, James Miles, Exec. Director

FUNCTIONS

Representing non-commercial, educational AM and FM radio stations, workshops and production centers owned and operated by colleges, universities, school systems, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-8194

OFFICERS

President .....Fred Waring
Treasurer .....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

WOW-TV, 35th & Farnam, Omaha 3, Nebraska
WE 3400

OFFICERS

President, James Bormann, WCCO, Minneapolis, Minn.; Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.; Executive Sec., Soren Munkhof, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa.

FUNCTIONS

Annual convention usually in November with 1952 site not set. Publishes monthly bulletin and booklets on radio news. Basic purpose to advance standards of radio and television as news media.

THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President .....Robert Miller
Vice-President .....Joseph Santly
Treasurer .....Charles Lang
Members Executive Board.....Harry Santly, Sam Smith, Mickey Garlock, Irving Tanz, Bernie Pollack, Jack Spatz.
Exec. Secty.....Robert Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schafer
516 Glenrock, Los Angeles, Calif.
Regional Directors..Lucky Wilber, Sec., Ralph Smitman
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Labor Union.

NATIONAL ASSOCIATION OF RADIO & TV STATION REPRESENTATIVES, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Robert D. C. Meeker
Vice-President .....Max Everett
Secretary .....Eugene Katz
Treasurer .....Joseph Timlin
Managing Director.....Murray Grabhorn
Directors.....Lewis Avery, Joseph Weed, Russell Woodward

FUNCTIONS

To develop the use and increase the sale of Spot Radio and Television.

NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chairman of Board.....R. P. Clayberger
President .....Edward L. Greene
Vice-Pres. .....Warren Agry
Secretary .....Lowell Shumway
Treasurer.....Frank E. Soule

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

THE NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC.

1819 Broadway, New York 23, N. Y.
COlumbus 5-3934

OFFICERS

President.....Judge Sarah T. Hughes
1st Vice-Pres.....Helen G. Irwin
2nd Vice-Pres.....Marguerite Rawalt
3rd Vice-Pres.....Elaine C. Barnes
Treasurer.....Mrs. Anita F. Calhoun
Recording Secretary.....Mrs. Eunice C. Hennessy

FUNCTIONS

National Federation is the largest organization in the world created to serve business and professional women. Its aims and purposes are to elevate the standards, to promote interest, bring about spirit of cooperation, and to extend opportunities to business and professional women, through education along lines of industry, scientific, and vocational activities.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 7-3076
Room 504

OFFICERS

President.....Irvin Paul Sulds
Vice-President .....Charles Basch
Secretary .....Arthur Erlich
Treasurer .....Jack Levine

DIRECTORS

Walter Armitage, Martin Gosch, Judy Dupuy, Richard Jordon, Oliver Nicoll, Sandy Howard, West Hooker.

COUNSEL

James L. Fly

BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

OFFICERS

President.....J. Paul Sulds
1st Vice-Pres.....Mike Stokey
2nd Vice-Pres.....Bob Oakley
Secretary .....Gladys Rubens
Treasurer .....Maleese Black

BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, Gladys Rubens, Maleese Black, Syd Cassyd, Al Burton, Bob Clampett, Mort Singer.
Legal Counsel.....Max Gilford

FUNCTIONS

The National Society of Television Producers (NSTP) is an Industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NATIONAL TELEVISION FILM COUNCIL

1501 Broadway, New York 19, N. Y.
JUdson 2-2928

President .....Andrew Jaeger
(Prockter Syndications International)
Vice-President .....Paul White
(Prockter Syndications International)
Secretary .....Connie Lazar
(Unity Television Corp.)
Treasurer .....William Holland
(Hyperian Films)

BOARD OF DIRECTORS

Mel Gold, Chairman of the Board; Sally Perle, Public Relations Counsellor; Robert Paskow, WATV, Newark; William Holland, Hyperion Productions; Ed Carroll, WABD, Dumont Transcription; Joseph Seiden, Cinema Service; Elaine Phillips, WSPD, Toledo, O.; Helen Buck, WCAU, Philadelphia; Jack Kopfstein, Atlantic Television; Eugene Scharin, Ambassador Films; Waldo Mayo, Mayo Productions.

NATIONAL VARIETY ARTISTS, INC.

226 W. 47 St., New York 19, N. Y.
COlumbus 5-0956

OFFICERS

Honorary President.....George Jessel
President .....Louis Handin
First Vice-Pres.....Jack O'Brien
Second Vice-Pres.....Lou Kaufman
Treasurer .....Lester Rose
Secretary.....Dorothe A. Masters

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

OHIO ASSOCIATION OF BROADCASTERS

550 S. Market St., Canton 2, Ohio

OFFICERS

President .....L. A. Pixley, WCOL, Columbus
Vice-President.....Robert Ferguson, WTRF, Bellaire
Sec.-Treas.....Robert Fehlman, WHBC, Canton
Directors .....Joel Stovall, WKRC, Cinncinnati; Len Nasman, WFMJ, Youngstown; Al Heiser, WLEC, Sandusky; John McCormick, WTAM-WNBK, Cleveland.

FUNCTIONS

A trade association serving the interests of radio and television broadcasters in Ohio.

PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 North Second Street, Harrisburg, Pa.
4-0191

Pres.....John S. Booth, WCHA
Vice-Pres.....Roger W. Clipp, WFIL
Secretary.....David J. Bennett, Jr. WKBO
Treasurer.....George E. Joy, WRAK
Immediate Past Pres.....Victor C. Diehm, WAZL

DIRECTORS

Frank H. Ahdoerffer, WLAN; Charles E. Denny, WERC; George D. Coleman, WGBI; C. G. Moss; Louis H. Murray, WPAM; J. F. Murray, KQV; T. W. Metzger, WMRF; W. J. Thomas, WCPA.

FUNCTIONS

To promote closer cooperation and understanding among the members; To promote customs and practices which will be for the best interests of the public and the radio industry.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President .....Robert Miller
Treasurer .....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Mickey Garlock, Bernie Pollack, Harry Santly, Sam Smith, Jack Spatz, Irving Tanz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
516 Glenrock, Los Angeles, Calif.
Regional Director.....Lucky Wilbur
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

RADIO EXECUTIVES CLUB OF NEW YORK

3948 Grand Central Terminal, New York 17, N. Y.
MUrray Hill 6-0238

OFFICERS

President.....I. E. Showerman
(Free & Peters, Inc.)
Vice-Pres.....C. H. Cottington
(Advertising Executive)
Secretary .....Claude Barrere
(Program Representative)
Treasurer.....S. R. Dean
(Columbia Broadcasting System)

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will dissemiate information concerning broadcasting which will provide a better understanding of its problems, no only to the industry, but to the public at large.

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
ORegon 3-5120

President ..... Melvin Gordon
Vice-Pres. ..... Richard H. Dade, Jr.
Vice-Pres. ..... Herman Cowen
Secy.-Treas. ..... Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

777 14th St., N.W., Washington 5, D. C.
NAtional 3902

OFFICERS

Chairman of Board ..... Robert C. Sprague
(Sprague Electric Co.)
President ..... Glen McDaniel
Gen. Mgr. & Sec. ..... James D. Secrest
Treasurer ..... Leslie F. Muter
(The Muter Co.)
General Counsel ..... John W. Van Allen
Vice-Presidents ..... John W. Craig, Crosley Div., Avco Mfg. Corp.; R. E. Carlson, Tung-Sol Electric Inc.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; W. J. Barkley, Collins Radio Co.; Arie Liberman, Talk-A-Phone Co.

HEDQUARTERS STAFF

Information Director ..... Peter H. Cousins
Attorney ..... Ray S. Donaldson
Assistant Secretary ..... Ralph M. Haarlander
Director of Statistics ..... William F. E. Long
Office Manager ..... Anna M. Chase
(See Complete Listing Equipment Section)

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President ..... R. A. Hackbusch
Vice-President ..... A. B. Hunt
Executive Secretary ..... S. D. Brownlee
Chairman, Parts and Accessory Division ... L. M. Price
Chairman, Receiver Division ..... A. B. Hunt
Chairman, Transmitter Division ..... S. G. Paterson
Chairman, Engineering Committee ... F. H. R. Pounsett
Chairman, Transmitter Engineering Committee
C. G. Lloyd
Chairman, Service Committee ..... G. B. Elliott

FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Carl Haverlin
First Vice-Pres. ..... J. R. Poppele
Vice-Pres. ..... P. W. Morency
Vice-Pres. ..... Arthur B. Church
Vice-Pres. ..... Raymond Guy
Vice-Pres. ..... O. H. Caldwell
Secretary ..... Sydney M. Kaye
Treasurer ..... Herbert V. Akerberg

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

Chief ..... Franklin Dunham
Radio Education Specialist ..... Gertrude C. Broderic½

FUNCTIONS

The exchange is designed to promote more effective local broadcsating by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President ..... Dick Mack
Int. First Vice-Pres. ..... Oliver W. Nicoll
Int. Second Vice-Pres. ..... Arthur Hanna
Int. Third Vice-Pres. ..... Hal Miller
Int. Secretary ..... Kenneth W. MacGregor
Int. Treasurer ..... Francis Buss

NATIONAL BOARD

Joseph W. Browne, Wash.; Francis Buss, New York; Lee D. Davis, Philadelphia; Shields Dierkes, Detroit; Alan M. Fishburn, Chicago; John Guedel, Hollywood; Arthur Hanna, New York; Gordon T. Hughes, Hollywood; Max Hutto, Hollywood; Jack Lyman, Hollywood; Kenneth W. MacGregor, New York; Sherman A. MacGregor, New York; Dick Mack, Hollywood; Hal Miller, Chicago; Ralph Nelson, New York; Oliver Nicoll, New York; Charles Powers, New York; Ernest D. Ricca, New York; Franklin J. Schaffner, New York; Lester Vail, New York.

National Executive Director ..... Newman H. Burnett
General Counsel ..... Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

LOCALS

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. President, Ernest D. Ricca.

Hollywood Local—1655 N. Cherokee Ave., Hollywood 28, Calif., GRanite 5866. President, Max Hutto.

Chicago Local—1413 N. Dearborn Parkway, Chicago, Ill., DElaware 7-4867. President, Alan M. Fishburn.

Detroit Local—1426 Buhl Bldg., 535 Griswald St., Detroit, Michigan, WOodward 2-1422. President, Shields Dierkes.

Washington Local—101 N. Wayne St., Arlington, Va., OWens 7-4573. President, Joseph W. Browne.

Philadelphia Local—2601 Parkway, Philadelphia 30, Pa., ST 7-4573. President, Lee D. Davis.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 East 39th St., New York 16, N. Y.
MUrray Hill 6-5252

OFFICERS

National President.....Milton Merlin
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Eastern Region Exec.-Sec.....May Bolhower
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BRANCH OFFICE

1521 Sherwin Ave. C., Chicago 26, Ill.
George Faber, Executive-Secretary

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

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MUrray Hill 5-5365

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FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

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COlumbus 5-3758

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Dir., & Mgr. KFI-TV, Los Angeles.....Haan J. Tyler
Dir., & Mgr. KMPC, Hollywood....Robert O. Reynolds
Dir., & Mgr. KFAC, Los Angeles.....Calvin J. Smith

FUNCTIONS

Represents 60 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

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c/o WMGM, 711 Fifth Ave., New York 22, N. Y.
MUrray Hill 8-1000

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TELEVISION AUTHORITY

15 West 44th St., New York 18, N. Y.
VAnderbilt 6-1810

OFFICERS

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Chairman .....Lawrence Tibbett

FUNCTIONS

Trade union affiliated with American Federation of Labor, representing performers in the television field; collective bargain agreements have been executed with all four television networks covering programs in New York, Chicago, and Los Angeles. Organization also handles legislative matters affecting performers in television.

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
PLaza 4-1234

OFFICERS

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Principal Director.....Tor Gjesdal.
Dir, Radio Div.....Peter Aylen
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Chief of Production.....W. Gibson Parker
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FUNCTIONS

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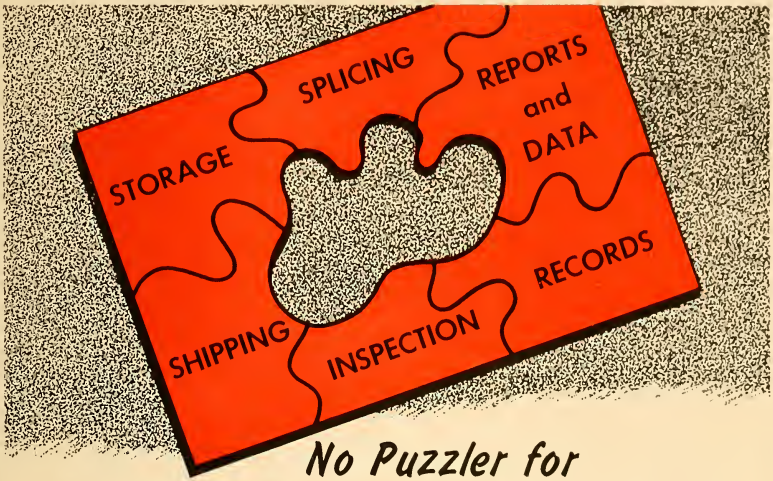

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